

B. U.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City.

Vol. CXXVIII, No. 1 NEW YORK, JULY 3, 1924

10c A COPY

B. A. I. S. 1915 with N. W. Ayer & Son

O AUTUMN, laden with fruit, and stained  
With the blood of the grape, pass not, but  
Beneath my shady roof . . . . .  
And all the daughters of the year shall dance!

WILLIAM BLAKE

IN THE sheer joy of living, which laughing summer and sparkling fall have impounded within the skins of full-ripe Concord grapes, we found our text for advertising Welch's Grape Juice.

Against this bounty of the smiling vineyard we have issued invitations to every member of the family to quaff the brimming cup of Mother Nature's heaped-up hospitality.

Our illustrations show Welch's in a distinctly quality way, as part of the pleasantest occasions—gay, informal dinners; merry outdoor parties; the arrival of the guest—times when Welch's proves an invaluable aid to the successful and charming hostess.

By adroit cross reference copy we have included the fountain business and feature recipes for unusually enticing drinks.

Welch advertising immediately identifies The Welch Grape Juice Company, Westfield, N. Y., as headquarters for pure grape juice. But it does more. It establishes them as bottlers of health and happiness. It sells a sip of joy-of-living with every drop of Welch's.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



# The Greater Competition

On December 11, 1811, sharp tremors were felt throughout these United States. Washington's buildings trembled, Detroit's heaved. In Arkansas, the rocking earth threw Indians and settlers into terror. New Madrid, a town on the Mississippi, was literally tipped into the river.

From Kentucky came news of a new lake,—a lake 14 miles long and 4 ½ miles wide.

From the Mississippi off Tennessee, came accounts of whirlpools 30 feet deep.

\* \* \* \*

This New Madrid earthquake was the "never-to-be-forgotten" sensation of the early 19th Century.

Today, it is a forgotten page in history.

\* \* \* \*

Business likes to think of the day when it shall arrive. There is no such day.

Its greater competition is man's flighty memory and time. And these two are never disposed of.

The weapon with which one fights them—and marches forward—is an advertising *policy*—a policy that is on as continual a basis as this competition it must meet.

*The above is an extract from "The Greater Competition" in THE INTERRUPTING IDEA for July. Complete copies will be sent to executives upon application.*



**FEDERAL**  
**ADVERTISING AGENCY, INC.**  
SIX EAST THIRTY-NINTH ST., NEW YORK

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXVIII

NEW YORK, JULY 3, 1924

No. 1

## Is Your Sales Force Selling Politics?

The Man Who Expects a Slump in His Sales Will Probably Not Be Disappointed

By Roy Dickinson

A FEW weeks ago, down at Jackson's general store in Keswick, Va., I listened to a salesman who was supposed to be selling a line of canned goods. I stood at the counter where they sell lollipops, cigars and tobacco, ready to listen to his selling talk, to see whether he would talk quality, price, special discounts or perhaps even refer to the new national advertising campaign his firm was just undertaking.

Instead of that, he and Hank Jackson, after a few preliminary words about the weather, plunged at once into a warm discussion of Coolidge, McAdoo, Carter Glass, "Al" Smith and a number of Democratic dark horses. I waited for the talk on beans and macaroni to start, but it never seemed to get a chance.

None of the conversation had a thing to do with selling goods except this: After the talk was over, Hank Jackson gave as his reason for not buying the fact that his customers didn't buy much in a Presidential year.

"Things are a little unsettled," he said, "and I reckon I'll wait." The salesman sold politics and bad business instead of the merchandise he was hired to sell. In addition to his inside dope upon the possibilities of a long list of favorite sons he pointed with pride to the drop in United States Steel production and the collapse of the German mark. He touched for a moment on the boll-weevil, high freight rates, high-price labor, un-

employment, bonus bills and tax bills. He was so earnest about these things that his line never had a chance for consideration.

There were five or six other men in Jackson's store, each one of whom had a little incident to recount, like Floyd Tarbell, who had hired seven men to fix up his barn. "Why, they just sat around all morning. One of them didn't have his saw with him and I had to pay him for the time while he went to the shop and got it. I tell you the country will never be any good until labor gets a good swift kick. How can you expect good business when men won't produce?" Teapot Dome came in for ten minutes' consideration. Another one of the hearers had something to say about what the bonus would do to the country. The consensus of opinion was that nobody could expect much business in a Presidential year.

Hank Jackson went back to his desk in the rear of the store, the customers gradually dispersed, probably to retail parts of the conversation somewhere else, and the salesman went on to sell politics to the merchant in the next town. A man direct from a big factory in a large city had come down there and told them dispiriting things which they more than half believed, anyway, and he was going on about the country spreading his gospel of oil scandals, confusion and politics. Multiply the talk at Jackson's store by 100,000 or more and we have a

condition right now which demands action.

I have met a great many intelligent and forceful salesmen lately who are going ahead selling goods with the realization that people eat, buy and live during Presidential years. Some of them have collected statistics to show just why this is true, but there is a large army of men who get excited every four years and run around the country spreading hysteria in a way which is hurting them and hurting the companies they work for. Many manufacturers are recognizing this situation and are adopting measures which will give their salesmen a few informative facts to present if the customer himself brings up politics and confusion as an objection to buying merchandise. There are still too many salesmen wandering up and down the land giving people false rumors and spreading doubt where little existed before. They are putting in the heads of prospects a false impression instead of selling merchandise and helping keep the wheels of industry moving.

I do not mean to intimate for a moment that those salesmen who act as confidential market advisers to their customers, should merely adopt a happy Pollyanna smile, withhold facts, or try to kill off facts by a buck-and-wing dance. There is, however, a definite opportunity for manufacturers to give their sales forces some advice on how to handle the pessimistic retailer who may think things are going to the bow-wows because we are now engaged in the regular job of electing a President.

A specific example of such help is that of a manufacturer of wrenches in New England. He has sent a bulletin to his sales force which tells them that if the prospect brings up politics to hand him a standardized sales talk on the subject. It has to do with England. The upshot of the bulletin, which is put in simple concise language, is that England had an honest-to-goodness political revolution within the last few

months. The prospect is asked to think what would have happened to this country if Debs had been elected President. He is told that Ramsay MacDonald was a conscientious objector during the war and was thought a radical Socialist by many business men. But when he came into power England went on doing business as usual. The Britishers know that people eat, buy shoes and do business even in stirring political times. Why, then, the bulletin asks, should we get upset about a Presidential election which comes along every four years? If the prospect still insists upon believing that people will change their whole mode of living this year, he is asked to think over the fact that every Presidential year since 1896 has been better in business than the year preceding it.

#### A SALES FORCE THAT AVOIDS POLITICS

The sales manager of this company states that since furnishing his men with some concrete facts and ideas they have thrown off the pressing temptation to discuss politics with every prospect they meet.

An idea which also has practical value is that being used by J. D. Wallace & Company, makers of woodworking machinery in Chicago. H. S. Ramsay used his own organization to get information for his men on the road. In a recent weekly bulletin to the sales force he says:

"While getting the dope together for this issue I heard a conversation between John Morange, our purchasing agent, and a so-called salesman. 'Business is sure rotten,' said Mr. Salesman. He wasn't asked for the information nor did John pay any particular attention to the display of intelligence. But that made no difference. This order discourager went on to insist that things were slowing down. I asked John if he had intended to order anything from the fellow when he came in. John said he had, but the only thing this lump of indigo got was 'Well, we'll consider it.' We





*When the Farmer Drives to Town  
Does He Hear About Your Products?*

He talks to the banker, the dealer, the minister and other friends.

Is your advertising convincing these all important factors in selling the farmer?

# Christian Herald

*"In small towns where church homes dominate"*

usually get what we expect—good or bad. Let the other fellow waste his time and thought. He kids himself into talking business conditions or politics instead of recognizing that times have changed and that people must be sold."

The rest of this helpful bulletin tells how the leading salesman is making sales now—just how he stages his approach, marshals his arguments and closes the sale, and suggests new classes of prospects for the sales force to go after.

#### BUSINESS BUILDERS, MAYBE

Every man who is representing a manufacturer at the place his goods are sold, should remember that it is up to him to spread the gospel of continued hard work and to foster the realization that business goes on just as usual in spite of elections. If every salesman now calling on his prospects would make it a rule not to talk politics but to talk merchandise, to refuse to be drawn into a discussion which leads nowhere, a tremendous amount of good would be done almost overnight.

The man who calls at the little cross-roads store has a far larger influence than he can ever realize. In many cases he is among the few travelers from the great world outside who visits it regularly. He becomes a definite influence for constructive thought or for pessimism in the towns he visits. At the store in the morning, down at the hotel after supper, the natives listen to his remarks as though he had come from some far country with a message. Not only does the salesman influence the styles of dress, but he influences in a very direct way the habits of thinking and the mental attitude of his customers and acquaintances. The salesman who refuses to take a constructive attitude hurts the communities where he calls. He is also of great harm to himself and his own future. Howard Simmons, sales manager of the Wood Conversion Company, of Cloquet, Minn., says in this connection in a special bulletin he sent to his salesmen a few weeks ago:

"If you are looking for a slump in your sales, you will not be disappointed. They will fall off even sooner than you expect. When your think tank becomes polluted with pessimistic ideas your value drops at least 50 per cent. You can always justify your general worthlessness too by pointing to the terrible conditions, and you will not be lonesome in this petrified state. Unfortunately, the majority of men accept these conditions as unbeatable and hold sympathy sessions with one another when they really should be out working.

"In times of depression men are affected about the same as great corporations. Some go forward and some go backward. Aggressive concerns do not underestimate the importance of a depression but they increase selling pressure, speed up their service, pay a little closer attention to business, work most of the time and in the end get a larger percentage of that existing business, and this supreme effort as a rule always keeps their heads above the safety line. Such concerns realize that a large number of their competitors lose heart quickly in the face of anything but favorable conditions and cut their sales force, discontinue advertising and justify their actions by showing their stockholders how much they are saving by their careful, conservative policies of closing down; but when the sun shines again, and they start out to get in their portion of the rejuvenated orders, they find that the smart, aggressive competitor is firmly entrenched in what was once their own territory; they find their good-will sadly depreciated, and then, too, they are compelled to build up a new organization which gives competition a margin that is hard to overcome. You have only to go back as far as 1921 to verify this statement, as you will find a large number of concerns that are still struggling in a desperate effort to get back their old customers who were lost on account of lack of attention.

"You and I want to be some  
(Continued on page 154)

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# Our 25th Anniversary

*will be celebrated in the*

## November issue of

# *The* American Boy

The Biggest, Brightest, Best Magazine for Boys in All the World

Extensively advertised in  
national publications.

A new size,  $9\frac{3}{8} \times 12\frac{1}{8}$ .

Your choice of any color and  
black on all color pages.

Any two colors in connec-  
tion with cover positions.

350,000 copies of the Novem-  
ber issue will be printed.

**THE SPRAGUE PUBLISHING COMPANY**

(Member A. B. C.)

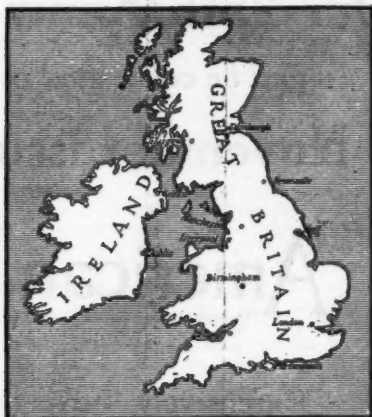
Lafayette Boulevard

Detroit, Michigan

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# Four Days out of



The British edition of "Population and its Distribution," a compact analysis of the British market, has just been completed. We shall be glad to send you a copy upon request.

**J. WALTER**  
**ADVERTISING**

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# **every week-England must seek her food supply overseas**

**T**O feed her dense population of 47,000,000 people England is a constant and heavy buyer of foreign food products of all kinds. Her own soil yields less than half enough to supply her needs.

American manufacturers alive to this opportunity are building up increased sales volume in this great market.

One canned food product, for sixteen years a leader in America, entered English markets four years ago. In the face of vigorous competition from similar articles already established, it has achieved a large and growing volume.

Another food product grown in the United States has within eighteen months captured 25% of the British market on this particular product, acknowledged the most competitive in the world.

The experience of the J. Walter Thompson Company with these and other products selling in Great Britain and on the continent has shown that the same principles that have won leadership in America will achieve success abroad.

## **T H O M P S O N   C O .**

**NEW YORK   CHICAGO   BOSTON   CINCINNATI  
SAN FRANCISCO   LONDON**

# What Thrift Means to Business and Government

An Explanation of Why the Government Is Interested in Endeavors Made by PRINTERS' INK and Others to Eradicate Blue-Sky Stock Selling

By Andrew W. Mellon

Secretary of the Treasury

ONE of the nation's most valuable assets is the thrift of its people. The real strength of our national finances consists not in a few great fortunes, but in the combined savings of many individuals. A country of thrifty citizens makes a strong and healthy nation. National thrift is a protection against war; and the nation that is well protected against war usually does not have to fight one. It was our financial preparedness in 1917, as represented by our comparatively small national debt and the immense earning power and financial resources of our people that made it possible to throw our whole strength into the war so quickly.

In order to meet the unusual and increasingly great expenditures of the war, the Government was forced to borrow money. This money was borrowed by the Government from its own citizens, to whom Liberty bonds and Victory notes were given in exchange. In addition to these securities and in order that every one, by taking part in the loans, should make them truly national in scope, War Savings Stamps and Certificates were issued to the extent of about \$1,000,000,000 in 1918. Many people learned to save for the first time by the purchase of these stamps. So widespread was their distribution and so popular did this form of investment prove, that the Government determined to continue its thrift policy after the war.

It realized that a national thrift movement would serve many useful purposes. First, it would help to finance the Government with the money of its own people, thereby increasing the number of those having a direct and personal interest in the conduct of their

Government; second, it would check the growth of fraudulent securities and save many millions to the small investors by putting on the market an absolutely safe security of small denominations, yielding a good interest return, and third, it would encourage saving and prevent waste.

## NEW TYPE OF GOVERNMENT SECURITY CREATED

In order to accomplish such a program under peacetime conditions, a new type of security was needed. Treasury Savings Certificates were devised and issued in denominations of twenty-five dollars, \$100 and \$1,000. In order to make the certificates available for small investors, a limit of \$5,000 was placed upon the amount which could be purchased during a calendar year by one individual. This limit prevents the buying up of certificates in blocks, thus giving them a wide distribution. Certificates are offered for sale at more than 53,000 postoffices, at all Federal Reserve Banks and branches, and at many other banks and trust companies, as well as at the Treasury Department at Washington. Last year the public invested more than \$212,000,000 (maturity value) in this form of Government security. The present growth of the thrift movement is encouraging, and I believe its future development to be essential to the welfare and safety of the nation.

It is of the utmost importance that the people be protected against fraudulent and blue-sky schemes of investment. The Treasury estimates that during the last year more than \$500,000,000 were taken from the small investors in exchange for worthless securities. The Government hopes that this

# Rotogravure is popular in Iowa

Observe how the circulation of The Des Moines Sunday Register has grown since 8 pages of Rotogravure was added five years ago—

The Des Moines Sunday Register's rotogravure is highly localized and carries remarkable reader interest.

**Rotogravure Section Added  
March, 1919.  
Circulation Then 70,186**

Printed by Alco-Gravure. Represented by Gravure Service Corporation and I. A. Klein, New York; Guy S. Osborn, Chicago; Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis; R. J. Bidwell Co., Pacific Coast

May, 1924  
131,624



## The Des Moines Sunday Register

waste will be eliminated by placing within the reach of the small investor a safe security in convenient denominations, yielding a good return on the money invested. It is necessary, however, that the public be educated to an understanding of the fact that the promised rate and return for a security or investment of any kind is an accurate indication of the risk involved, and that the large profits invariably promised by promoters of blue-sky schemes are usually an indication either of fraud or of risk with heavy odds against the investor.

The promoters of fraudulent investment enterprises prey upon the people who can least afford to risk their savings. The wage-earner and the small-salaried man must provide out of their earnings for the years in which their earning capacity will be diminished. Furthermore, these are the people who are responsible for the normal, steady demand for the merchandise of the country's principal industries. If they are defrauded out of their savings, their purchasing power is diminished, poverty is increased, thrift is discouraged, and the Government is weakened by the partial destruction of one of its greatest financial assets—the ability of its people to finance its loans.

To prevent the demoralizing effects of blue-sky operations, the Government has exercised the full power of its regulatory organizations, but experience shows that, despite many prosecutions and convictions of promoters of fraudulent securities, the successful eradication of this evil depends largely on the education of the public. That is why the Treasury Department is interested in the movement, now carried on by business organizations and such publications as **PRINTERS' INK**, to inform the public regarding the subject of thrift. The campaign is accomplishing good results, as is evidenced by the growing number of inquiries being received by the Government's various agencies regarding proposed investments, many of them highly questionable and some of them fraudulent.

The Government is trying to do its part in the general educational campaign. Some months ago the Government Savings System of the Treasury Department issued a pamphlet on the subject, "How to Save Your Savings." On the first page is a letter from President Coolidge, stating his belief that the enlargement of a national thrift movement will eventually stamp out the false and unsound practices of the swindler, and that the growth of the Government Savings System will result in increased happiness for the individual and greater prosperity in general.

The thrift policy which the Government has inaugurated is intended not only to sell Treasury Savings Certificates but to encourage deposits in savings banks, building and loan associations, and other recognized channels of safe investment. In offering its securities to the public, the Government is trying to avoid in any way competing with banking institutions for deposits. It is trying to sell securities for investment, but, at the same time, by doing its part in the campaign of education as to the value of thrift, it is increasing the amount actually saved each year and thereby made available for investment in Government securities and other forms of investment.

The growth of such an idea as thrift must necessarily be slow, as are all processes of education; but sufficient progress has already been made to indicate the possibilities of the savings movement, which will prove of such lasting benefit to the happiness and sound thinking of the people of the country.

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### K. B. Cressey Leaves Hearst General Management

Kendall B. Cressey has resigned from the Hearst General Management. He has been in charge of labor matters at the New York office since last February, and formerly was publisher of the *Boston Advertiser*. Mr. Cressey was at one time general manager of the *New York Herald* and *New York Evening Telegram* and later was publication manager of the *Chicago Examiner*.



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## ***Milwaukee—First City in Diversity of Industry***

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### **May We Present— the Milwaukee Housewife?**

Your personal introduction to representatives of nearly every home in Greater Milwaukee will be gladly arranged by The Journal during its Sixth Annual Food, Household and Electrical Exposition to be held October 27th to November 2, inclusive.

This mammoth indoor fair is the big merchandising event of the year in this market. Hundreds of advertisers regard The Journal's annual exposition as their greatest single opportunity for maintaining and increasing sales. Every year many new products are successfully and economically introduced to the Milwaukee housewife.

At a conservative estimate, 125,000 people will attend the Sixth Annual Food, Household and Electrical Exposition. Reserve your exhibit space now and be prepared to meet and sell these prospective customers. Write or wire for floor plans and details.

## ***The Milwaukee Journal***

***FIRST—by Merit***

HARRY J. GRANT, Publisher    R. A. TURNQUIST, Advertising Manager

O'MARA & ORMSBEE, Incorporated

National Representatives

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

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***Wisconsin—First State in Value of Dairy Products***

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# **It is interesting . .**

## **of automobile advertising**

**D**URING the first five months of 1924 the Herald and Examiner published 367,332 agate lines of automobile display advertising. This represents a gain of 86,927 agate lines over the same period of 1923.

During the month of May, 1924, the Herald and Examiner carried 71,327 agate lines of automobile display advertising . . . A gain of 13,387 agate lines, or 23.1%, over May, 1923.

*Figures used in this advertisement furnished by the Advertising Record Co., an independent audit bureau, supported by all Chicago newspapers.*

# **Chicago Herald**

**NEW YORK: 1819 Broadway**

ising

# to note the trend in Chicago newspapers

**B**ELOW are the automobile display lineage gains and losses of Chicago newspapers for the month of May, 1924:

HERALD AND EXAMINER. . . GAINED 13,387		
First newspaper. . . . .	Lost	17,630
Third newspaper. . . . .	Gained	2,456
Fourth newspaper. . . . .	Lost	3,997
Fifth newspaper. . . . .	Lost	17,548
Sixth newspaper. . . . .	Gained	565

*NOTE: An average of 6,500 inquiries, by phone, mail, and personal call, are directed to the Herald and Examiner Touring Department every month. It is the friendship between this department and automobilists that helps to make the Herald and Examiner a profitable medium for automobile and accessory advertising.*

## d and Examiner

SAN FRANCISCO: Monadnock Bldg.

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## A Solvent Market for Automobiles

Why waste time and money "selling" the financially incompetent, when you can, with the same expenditure of money and argument, reach those who are both able and willing to buy?

Advertisers who do business on a large scale in Chicago know that The Chicago Daily News goes into very nearly all the financially competent households in Chicago and its immediate suburbs, and holds the interest and confidence of its readers to a degree unequalled by any other medium. Chicago readers are accustomed to look to The Daily News for buying information and guidance—a statement proved by the fact that in the first five months of 1924 The Daily News printed 6,679,032 agate lines of display advertising as against 5,031,275 agate lines printed by a morning paper having the next highest daily score.

Furthermore, in the first five months of 1924 The Chicago Daily News printed 265,139 lines of automotive advertising as against 226,327 lines printed by the daily paper having the next highest score in this classification.

The 400,000 circulation of The Daily News—1,200,000 daily readers—embraces the great majority of the solvent citizens of Chicago and its suburbs—the "live prospects" who will buy what cars are to be sold in Chicago and vicinity this year.

If you wish to reach this market with maximum effectiveness place your advertising message in

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## THE CHICAGO DAILY NEWS

*First in Chicago*

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# Let's Shorten the Sales Letter Introduction

If You Are Tempted to Use Sixteen Words, Make Six Your Limit—  
Some Ways of Doing It

By Maxwell Droke

WHAT a lot of nonsensical notions we have about sales letters, anyway! And chief among them is that old fossilized belief that it is necessary to dope up an introduction with a thick coating of frosting so that the reader will never, never be able to guess, until the fifteenth paragraph, whether we are trying to sell him baked beans or hose supporters!

I say this seems to be the general belief. But what a relief it is to find a writer, now and then, who has the courage to depart from tradition, and boldly declare, "I am selling spades—plain garden spades—and here's what I have to say about them." Here's the sort of a letter I mean. A motor car manufacturer sent this one to business executives:

Dear Mr. Smith:

This is straight talk about the automobile in business. Every motor car has two costs—its first, or display room cost, and its operative cost.

Sometimes business men lose sight of that fact. They start out to buy a cheap car when they really want an inexpensive car. Then there is trouble. For cheap cars are made of cheap parts. These parts wear out and must be replaced.

You not only have repair bills to pay but you lose the very thing for which you bought the car—your transportation. An auto in the shop slows down the wheels of business, and costs you many times the amount you pay the garageman.

The letter then goes on to say that in buying this particular automobile you do not buy a cheap car, but you *do* buy low-priced transportation. Note particularly how smoothly this letter glides from the general "business men" in the second paragraph to the specific "you" at the outset of the third paragraph.

But I don't want you to gain the impression from what I have just said that it is always es-

sential, or even advisable, to start right off in the first paragraph with a statement of what you are marketing, and why. In the foregoing instance the writer could safely assume that business men were interested in automobiles for transportation, so he began at once to talk automobiles. Sometimes, however, the prospect has a preconceived prejudice against the product—or at least an undeveloped interest in it—and in such cases, we usually can get farther by first opening up with a subject which *does* interest the reader, and gently leading up to the main point. But even in such cases this certainly does not mean that we should sacrifice a direct, concise introduction.

An example: Four or five years ago laundry operators were not particularly interested in the motor truck. But they *were* intensely interested in making efficient, economical deliveries. So the Atlas Truck Corporation, in circularizing laundries, emphasized delivery service, offered a book called "Keeping Delivery Promises," and *did not even mention the Atlas truck!* Yet I think it was a good letter with a first-class introduction. And I believe you will agree:

A little over a year ago, a laundry in a certain Ohio town junked its entire delivery system—simply because they discovered that they could not keep delivery promises.

It was a reasonably good system. But it wasn't quite good enough. They found a better one. So they changed.

And you would do the same thing. You are interested in increasing the efficiency of your delivery system, and in cutting delivery costs. That is why we are particularly anxious to have you read a plain, straightforward, factful book called "Keeping Delivery Promises."

In this book, practical, clear-thinking laundrymen—men who have spent years in the business—have contributed the benefit of their experience in working

out a new, efficient delivery system for you—a system that will save one, two, perhaps five minutes on *every* delivery—a system that will crowd *more* deliveries into *every* hour of your day, and slash delivery costs to the bone.

We have reserved a copy of this book for you. To bring it to your desk, you have but to fill out and mail the attached postal. There is no obligation, actual or implied.

One of the most successful openings, in a great many cases, is the introduction in which the reader sees himself mirrored in every line. We may laugh at "patent medicine" copy, yet it is this very policy of reflecting the reader's thoughts and experiences which has made this type of text tremendously successful.

I have in mind a letter—one of a series—which a school for stammerers has used consistently for seven or eight years. It is a letter that attracts attention with the first seven words. The person afflicted with stammering sees himself mirrored in every succeeding sentence of the opening paragraph. "Why that's exactly the way with me!" he says to himself. And it is this feeling which is to a large degree responsible for the letter:

For twenty years I was an exile. Shunned by people on every hand. Unwanted in the business world. Impossible socially. A mental and physical wreck. A failure at everything I undertook. Despondent, almost devoid of hope. Life to me was a burden.

*And then I learned to talk!*

In succeeding paragraphs the founder of the school—the man who wrote this letter—proceeds to tell about the remarkable method by which he rid himself of his affliction; the same method he now is using to treat others who suffer from stammering or stuttering.

Another variation of the "mirror" opening is an introduction in which the reader sees himself in a position of power and plenty—a substantial success—if he takes certain definite steps which lead to fame and fortune. This is the usual "correspondence school" type of letter. But, properly applied, it may be used for a wide variety of products and propositions. Here is how a business college uses the idea:

Dear Mr. Jones:

I have just blotted the ink on my signature to a Passport of Success—the official diploma of a graduate who, six months ago, came to the university with absolutely no commercial experience. Today he leaves us fully trained for the battle-fields of Business. A splendid position awaits him. On next Monday morning he will start to work at a salary fully twice as great as he could have hoped to command half-a-year ago. Just think of it! *Earning capacity DOUBLED in the space of six short months!* And what's more, he is in a direct line for rapid promotion.

That's what *specialized business training* can do for you!

Another type of introduction which always commands instant attention is the opening which shows us *how to keep from losing money*. The instinct to *gain* is deep-rooted in all of us. But even more firmly implanted is the instinct to *retain*. A man who may be more or less impassive to an opportunity to add to his resources will fight like a tiger when it comes to holding on to what he has. It was Chauncey Depew, you remember, who said: "I would not sit up all of one night to *make* a hundred dollars, but I would stay up seven nights in succession to *keep from losing* a hundred dollars."

This perfectly human tendency accounts, no doubt, for the success of a letter sent out some time ago by James Leffel & Company, boiler manufacturers:

To the Man with His Eye on the Balance Sheet:

When that fireman of yours slips his shovel into that pile of coal, fills it to the edge and pitches it into the yawning maw of that boiler firebox—

He's drawing on your bank account, just as truly as the bookkeeper who fills out the checks for you to sign. . . .

Now if there's a way in which you can coax more of the heat units out of those thousands of shovelfuls of coal—

If there are leaks you can stop—

And wastes you can prevent—

You want to know about it! . . .

We suggest that you turn this page

—and in a glance or two, learn the full significance of the message therein.

Then use the Information Blank to get a better slant on your steam-and-fuel condition—

All without expense or obligation to yourself.

And here is another example of the same principle. This time a letter sent out by the Wm. S. Merrell Company, manufacturing chemists:

How much trouble would you go to in order to save from 15 to 35 per cent of the amount you are now spending for soda fountain flavors?

Well, it's much easier than you imagine. Fact is, you can *assure* this saving—perhaps even more—with a half dozen simple strokes of the pen.

Here's how:

Tucked away in the inside pages of this letter you will find a convenient postcard. Your name and address on that card will bring samples of Merco Flavors. These powerful, concentrated flavors possess *three times the strength* of ordinary extracts. You require only one-third the usual quantity. That's where the big saving comes in. . . .

I hold no brief for erratic introductions; opening paragraphs built with the aid of forced cleverness. Such cheap, tawdry practices are never justified. It is true you may thus catch the eye of a casual reader. But you may be sure he will see through your flimsy trick and turn away in disgust, after a passing glance. Make your introduction honest and straightforward—an opening that will lead logically and easily to the subject you have to discuss. Somewhere about your proposition there is one outstanding point which is bound to appeal to the person you wish to reach. Make that point your "lead." Write your introduction around it. And—when you are tempted to use sixteen words, see if you can't say it with six!

### Western Electric Sales Reach New Peak

The Western Electric Company, Inc., New York, reports a greater volume of business during the first five months of the current year than for any corresponding period in its history of fifty-five years. Sales totaled \$122,280,000, as compared with \$93,478,406 for the same period in 1923. Orders received during the five months amounted to \$136,283,000. Orders on hand on May 31 amounted to \$108,954,000, an increase of \$20,673,000 over the figure for the same time last year.

"This large increase," states Charles G. Du Bois, president, "represents the consistent efforts we have been making to keep the manufacture of telephones and telephone apparatus in pace with the continued growth of the Bell system and the demand for telephone service."

### J. M. Roberts with Blackman

Jason M. Roberts has joined The Blackman Company, Inc., New York, as associate art director. He was formerly with Lord & Thomas.

## Bank Advertising Should Reflect Public Viewpoint

Bank advertising, if it is to yield its greatest returns, must be written from the viewpoint of the public. This was the principal point emphasized in a talk which G. A. O'Reilly, vice-president of the Irving Bank-Columbia Trust Company, New York, made before a meeting of the New York Council of the American Association of Advertising Agencies. The meeting was held at the Hotel Pennsylvania on June 25.

The subject of Mr. O'Reilly's talk was "Some Phases of Advertising from a Banker's Viewpoint." He urged greater familiarity with the general attitude of the public toward banks. In his opinion the principal point to be emphasized in bank copy is the human element behind the institution which is the soul of a bank and its greatest asset. This is the factor, he said, that is responsible for creating a bank's individuality.

### Better Business Bureau Formed at Birmingham

At an organization meeting which was held at Birmingham, Ala., last week, the Birmingham Better Business Bureau was formed. The meeting was presided over by Herbert J. Baum, president of the Birmingham Advertising Club.

Reid Lawson, jeweler, was elected to be first president of the new organization. Sam C. King, vice-president of the Bank of Ensley, was elected vice-president, and Knox Fleming, of the First National Bank, treasurer. John C. Henly will act as temporary secretary until an employed secretary-manager is appointed.

### San Francisco "Bulletin" Buys "Journal"

The San Francisco *Journal* has been bought by Wallace M. Alexander, a member of a syndicate which recently acquired the San Francisco *Bulletin*. The two publications have been merged under the name of the *Bulletin*.

### Royal Typewriter Appoints Dorrance, Sullivan

The Royal Typewriter Company, New York, has appointed Dorrance, Sullivan & Co., Inc., advertising agency, New York, to direct its advertising. The appointment was effective as of July 1.

### M. H. Karker Heads Jewel Tea

M. H. Karker, vice-president of the Jewel Tea Company, Inc., Chicago, has been elected president, effective July 1. John M. Hancock, president, has been elected chairman of the board.

## Southern Newspaper Publishers Meeting at Asheville

Newspaper publishers of the Southern States are congregating at Grove Park Inn, Asheville, N. C., the last half of this week for the twenty-second annual convention of the Southern Newspaper Publishers' Association. Hotel reservations indicate an attendance in excess of 200.

Registrations, get-together meetings, and various recreations took place on July 2. The convention settles down to business today, July 3, with the president, Arthur G. Newmyer, of the New Orleans *Item*, presiding at the first meeting which is given over principally to reports of the secretary-treasurer and standing committees.

"Business Office Affairs" covers the subjects for discussion on July 4. Edgar M. Foster, Nashville *Banner*, will preside as chairman. The Hon. Josephus Daniels, Ex-Secretary of the Navy; Major Clark Howell, Atlanta *Constitution*, and Morton Caldwell, chairman of the Southern Council of the American Association of Advertising Agencies, will make addresses. John A. Davis, Albany, Ga., *Herald*, will lead discussions on a "Joint Advertising Campaign," and "Restoring the Confidence of the Farmer." The election of officers will also be held at this meeting.

A meeting on July 5 will be devoted to "Editorial Affairs," with Major John S. Cohen of the Atlanta *Journal*, presiding. Full days for the visiting publishers have been planned with luncheons, afternoons at golf and other recreations, evening receptions and dances, and a Sunday trip to Blowing Rock.

## Motor Oil Account with Tiffany-Bayless

The advertising account of the Conewango Refining Company, Warren, Pa., manufacturer of Conewango motor oils, has been placed with The Tiffany-Bayless Company, advertising agency, Cleveland.

The Service Recorder Company, Cleveland, maker of a device for recording the running time of trucks, also has appointed this agency to direct its advertising.

## Directors of Stutz Motor Re-elected

The directors of the Stutz Motor Car Company of America, Inc., New York, were re-elected at the recent annual meeting of the company. The directors are: Eugene V. R. Thayer, William N. Thompson, Charles M. Schwab, Hicks A. Weatherbee, Willard A. Mitchell, Walter C. Janney, and Anthony F. Cassidy.

## Industrial Advertisers to Meet at Chicago

The National Industrial Advertisers Association will hold its annual convention at the Chicago Beach Hotel, Chicago, beginning October 13.

## Gum Lumber Men Vote to Advertise

The Gum Wood Service Bureau represented at the Hardwood Manufacturers Institute at Memphis by forty-one large producers of gum lumber, voted to co-operate with the latter association in raising a fund to advertise gum lumber. The gum lumber manufacturers voted to assess fifteen cents per thousand feet, log scale, on gum lumber cut during 1923, for the purpose of the advertising campaign.

Curtis Dewey, of the Chapman & Dewey Lumber Co., Memphis, heads a supervising committee of five for the proposed advertising work, which will be under the direction of John M. Pritchard, secretary-manager of the Hardwood Manufacturers Institute.

The Hardwood Manufacturers Institute voted unanimously to resume publication of statistical data on prices, production, sales and stocks of hardwood on hand. This action followed a report by J. V. Norman, general counsel of the Institute, who reviewed the legal aspects of the function, in view of the past ruling of former Attorney-General Daugherty that issuance of such reports was illegal. The Institute is prepared to insist on its right to distribute trade information, and is prepared to defend its action in court if necessary.

## Change in Officers of Corticelli Silk Company

J. P. T. Armstrong, assistant treasurer of The Corticelli Silk Company, Florence, Mass., has been made treasurer, succeeding Samuel W. Lee, whose death previously has been reported. C. A. Sheffield, who had been advertising director, has become vice-president and general manager of the Florence mills. He is succeeded as advertising manager by H. L. Hancock. H. C. Bliss, formerly secretary, has been appointed assistant treasurer.

## C. H. White Leaves Joseph Richards

Carl H. White has resigned as vice-president in charge of sales promotion and research of the Joseph Richards Company, Inc., New York. He had been with the Richards company in that capacity for the last eight years. He will devote more time to the Health Products Corporation, New York, of which he has been president for the last two years, and to other manufacturing interests.

## Dr. F. H. Peck Leaves E. R. Squibb & Sons

Dr. F. H. Peck, president of the Window Display Advertising Association, has resigned as chief of the department of advertising and publicity for E. R. Squibb & Sons, New York. He has made no announcement as to his future plans.



# Port of Philadelphia Making Great Gains in Ocean Commerce

Philadelphia's Ocean Traffic Bureau reports that additional passenger and freight lines in the overseas and coastwise trades will operate out of America's second largest seaport, as follows:

International Freightage Corporation in conjunction with Consolidated Navigation Company have removed their headquarters from New York to Philadelphia and will navigate a line of steamers from Philadelphia to Irish ports, Liverpool, Manchester, Glasgow and Avonmouth, Havre, Dunkirk, Bordeaux, St. Nazaire, and also to South America ports including Santos, Rio Janeiro, Montevideo and Buenos Aires.

Cunard Line between Philadelphia and Londonderry.

White Star Line, increased passenger service between Philadelphia and London.

Holland-American Line between Philadelphia and Dutch ports.

United-American Line passenger service between Philadelphia and German ports.

North German Lloyd Lines passenger service between Philadelphia and German ports.

U. S. Shipping Board passenger and freight lines between Philadelphia and Southampton and Cherbourg, London, Hull, Leith, Aberdeen and Dundee.

Garland Steamship Company are organizing other services to Mexico, Cuba and South American ports.

## Dominate Philadelphia

*Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—*

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid circulation for six months ending March 31, 1924—

**512,445** copies a day.

The circulation of The Philadelphia Bulletin is one of the largest in the United States.

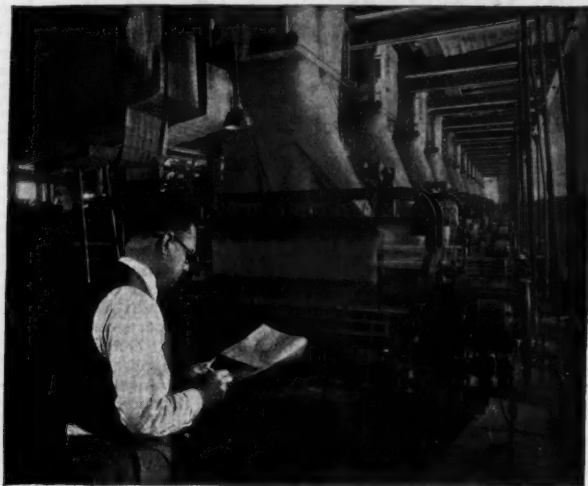
New York—814 Park-Lexington Building (46th & Park Ave.)

Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard

San Francisco—Harry J. Wittschen, Verree & Conklin, Inc., 681 Market St.

(Copyright 1924—Bulletin Company)



## The man the P. D. never bucks

**W**HEN the Maintenance Man in the mill or factory specifies your belting, your motors, or your safety switches on his requisition—the Purchasing Department invariably follows his specification to the letter. *He is the man the P. D. never bucks.*

No one in the purchasing department cares to take the responsibility of altering the maintenance man's choice of equipment or maintenance supplies without first consulting him.

When consulted the main-

tenance man usually stands pat. Right or wrong he is sure of *what* he wants and *why* he wants it.

### WHO HE IS

In every mill and factory there is always one, usually two or three, and sometimes five or six maintenance men. These men are responsible for the operation and maintenance of electrical and associated mechanical equipment.

These men usually carry specific titles, such as Works Engineer, Maintenance Engi-

neer, Master Mechanic, Chief Electrician, Construction Superintendent, etc.

Whichever of these he is, the maintenance man is the man who keeps the wheels turning; the man who keeps equipment running smoothly; the man who prevents costly interruptions to production; and the man who has charge of the buying of all equipment, repair parts and maintenance supplies used along the path of power service.

#### HOW HE BUYS

The maintenance man buys by specification *via requisition*.

His requisition to the purchasing department is the little slip of paper that says "yes" or "no" to the salesman who sells your motors, your line of safety switches, your belting, or your make of welding outfit.

#### HOW TO REACH HIM

Month-to-month contact with the maintenance man is the surest way to make him your customer, or to keep him sold on your product if he is already your customer.

This month-to-month contact with thousands of maintenance men in all branches of industry can be accomplished effectively and at low cost by telling your story each month in the maintenance man's own and only paper.

This monthly paper of the maintenance man is **Industrial Engineer**.

More than 13,000 maintenance men in all branches of industry read **Industrial Engineer** each month.

Does Industrial Engineer reach maintenance men in all branches of industry? To answer this question, 40 per cent (picked at random) of the more-than-13,000 readers have been identified as follows:

1,607 in	1,068	miscellaneous manufacturing plants
1,036 in	766	iron and steel working plants
701 in	608	coal and metal mines
389 in	250	steam railway repair shops
366 in	185	chemical plants
347 in	289	textile mills
270 in	182	paper, pulp and printing plants
223 in	177	food product manufacturing plants
217 in	144	cement, pottery and glass works
202 in	164	saw and lumber mills

Your advertisement in **Industrial Engineer** penetrates all industrial markets.



Each one of the fifteen McGraw-Hill Publications is the working tool and buying guide of the executive who buys in the field it serves.

These fields and the publications which serve them are—

**Electrical:** *Electrical World*, *Electrical Merchandising*, *Electrical Retailing*, *Journal of Electricity*.

**Construction and Civil Engineering:** *Engineering News-Record*.

**Mining:** *Engineering & Mining Journal-Press*, *Coal Age*.


**Transportation:** *Electric Railway Journal*, *Bus Transportation*.

**Industrial:** *American Machinist*, *Industrial Engineer*, *Power*, *American Machinist* (European Edition), *Chemical & Metallurgical Engineering*.

**Engineering in Spanish-Speaking Countries:** *Ingenieria Internacional*.

## Industrial Engineer

A.B.C. A McGraw-Hill Publication A.B.P.  
Old Colony Building, Chicago, Illinois



# Making it unanimous

This year up to June 15 inclusive, The Times-Picayune has printed 235,136 want-ads.

**69%**

During the same period the second paper, published evenings and Sundays, has printed 70,306.

**21%**

The third paper, also published evenings and Sundays, has printed 33,690.

**10%**

The Chicago Daily News says:

*"Successful advertisers know that the NUMBER of 'want-ads' carried by a daily newspaper is an accurate index to its result-producing power in all classifications. The number of 'want-ads' indicates the judgment of the LOCAL ADVERTISING EXPERTS who know the medium that brings results."*

The Times-Picayune is glad to note this recognition on the part of one of the country's leading evening papers, of a fundamental truth which serves to further emphasize the fact that national advertisers can cover New Orleans, first market of the prosperous South, at one cost through one medium—which in this instance is a morning paper.

## The Times-Picayune

**FIRST FOR THE SOUTH**

*Represented in New York, Chicago, Detroit, Kansas City, St. Louis and Atlanta by Cone, Hunton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Co.*

# Helping the Dealer Resell

How Merchandisers on the Sales Force Can Get and Improve Contact between Manufacturer and Dealer

STEWART-WARNER SPEEDOMETER CORPORATION

CHICAGO, U. S. A., June 9, 1924.

Editor of PRINTERS' INK:

It is our wish to establish a closer personal contact with accessory dealers, with a view to giving them greater assistance in the selling of our products.

Of course, our sales force can be of considerable help to us along this line, but as our salesmen travel from our various branches or service stations which are scattered throughout the States, we are forced to depend upon correspondence to get over our merchandising plans to them and obtain their co-operation. This is far from satisfactory. And all salesmen cannot be good merchandising men.

Apparently, the only alternative is to maintain a corps of men who would travel from this office and be in constant touch with us. These men would call on the trade, furnish dealers with direct-by-mail and display material and show them how to use it properly to promote sales.

Can you give us any definite information regarding similar plans as carried out by manufacturers having a line similar to ours and confronted with a like problem? Your assistance will certainly be appreciated.

STEWART-WARNER SPEEDOMETER CORPORATION

G. McCulloch.

**P**ERHAPS there is no topic in the whole realm of sales and sales organization that has come in for more extensive discussion within the last few years than that of helping the dealer resell the goods he has bought from the manufacturer. It has been said with some authority that not one salesman in seven troubles his head with the business affairs of his dealers or can discuss the merchandising problems which lie so close to the dealer's heart and his bank balance. That may or may not be the case. It is a fact, however, that sales conferences, company conventions and advertising plans are all striving more than ever to look on sales as a chain of events and to look on them through the dealer's eyes.

The dealer has been all but adopted by some manufacturers. They have singled him out as their keynote, drafted him as their native-son candidate and made of him the campaign wheel horse.

And the methods used to enlist his best efforts in behalf of a product or a line of products cover a lengthy span, ranging from a mild paternalism at one end to a rather militant code of high-pressure tactics at the other.

There should be a sprinkling of merchandisers, men who are salesmen plus, in every sales organization. In a large organization what is more logical than to organize them into a separate staff in order to get the maximum return from their efforts? With a widely scattered sales force seldom in direct touch with headquarters it is, as Mr. McCulloch says, unsatisfactory to depend entirely on correspondence to bring about effective dealer co-operation. Nevertheless it is a mistake to feel that the general level of salesmanship cannot be raised, even where a rather complete reliance must be placed on doing it by mail.

A year or two ago the Tide Water Oil Company hit on a plan to give its men a post-graduate course in selling which, after all, was just about the same thing as making merchandising men out of those who had merchandising stuff in them. This was a correspondence course covering in minute detail such topics as the company's dealer contact, salesmen's reports, credits and collections, order blanks, operation of automobiles, dealer helps and advertising. The course was not compulsory but the sales force took it as a whole and took to it. Here are six sample questions from a lesson:

What is the purpose of Veedol advertising?

Compare a Veedol advertisement to the steps in the sale.

What is the salesman's part in the general scheme of marketing a nationally advertised automobile oil?

What is the dealer's part in the general scheme?

Describe in detail how the dealer helps should be used to complete perfectly the plan of marketing started by the advertising in periodicals.

Why are our outdoor road signs peculiarly adapted to advertising our products?

It took a long time to prepare the course but when a salesman had studied his lectures and answered the questions in writing, he was thoroughly sold on his line and was ready to make top-notchers out of dealers who had been nondescripts. It might be mentioned with relevance that during the year following the inception of the course the sale of Tide Water's branded products, Veedol oils and greases and Tydol gasoline, increased 52 and 34 per cent, respectively over the preceding year.

An increasing number of companies are stressing merchandising and dealer co-operation more and more in their annual conventions and in the zone or district gatherings. C. T. Anderson of The Safe Cabinet Company, gave a number of specific suggestions on how to hold profitable conventions, in *PRINTERS' INK* of May 1, 1924. A convention may even be conducted by mail. The R. M. Hollingshead Company which manufactures nearly 100 items going to the automobile trade, tried this plan out with success. The company has 400 salesmen, working with branch offices for the most part. It obtained the mail address of each salesman for every day of the week after Christmas, and the talks that would have been delivered in person by the company officials at an ordinary convention were mailed out. The mailing had to be carefully timed and scheduled, but the results justified all the planning.

Once a manufacturer has committed himself definitely to the building of a merchandising staff he should remember that it takes more power to start a machine than it does to keep it going. He needs to realize that he must invest a sizable amount of money in men, for merchandisers are

not to be picked up at random. They are bound to be poly-sided individuals who have been through the mill and come out smiling and with the rough edges pretty well polished off. In the process they have picked up a great many things that distinguish them from the fellows who are satisfied so long as they close a fair volume of business in their territories.

One firm lists the essentials of a practical merchandiser as follows: "Health and physical condition should have first consideration. Next the habit of immaculate neatness in dress without being extravagant or showy. He should learn to save money systematically, not only for the sake of self-confidence and contentment of mind, but to enable him to discuss business problems with others because he is able to keep his own affairs in good order. A practical merchandiser should be thoroughly familiar with the inside workings of the home office and factory. In the office he should acquaint himself with the policies and problems in the executive, sales, credit and advertising departments and make up his mind from the start that he is going to work with the chiefs in these branches. He should keep in particularly close touch with the advertising managers. Bear in mind that our modern sales representative is merchandising his company's advertising just as strongly as its product. Our merchandiser should understand each process in construction, for this knowledge is quite necessary if he is to instruct retail salesmen or others how to demonstrate or sell his product.

"The training of these retail men does more toward moving stock and bringing re-orders than any other part of the work. Store meetings of fifteen minutes duration with retail men at frequent intervals will make a noticeable difference in the sales on a line in a surprisingly short time. To conduct a store meeting properly it is not only necessary to know every little detail in connection with your own line, but of your competitors' lines as well—so that

# **The George L. Dyer Company**

**42 Broadway, New York**

**76 W. Monroe St., Chicago**

***The Planters' Bldg., St. Louis***



**Newspaper  
and  
Magazine  
Advertising**

**Publicity and  
Merchandising Counsel**

you may be able to answer the 101 questions which are sure to come up when you assume the role of instructor.

"The modern merchandiser must understand national advertising and the value of local tie-up. He must know the power of re-sale but it is not enough merely to have this knowledge. The important part is to tell it and demonstrate it to others. To listen to a jumbled-up story of a company's merchandising plan is painful to all present. When a well-trained business man unfolds it in a direct, confident manner, no buyer is so big but he will give his respectful attention."

In the field of automotive accessories, where the jobber is an extremely important factor, the usual merchandising effort of a manufacturer dovetails with or acts as an auxiliary to the jobber's own sales force. The jobber probably sells a dozen competing products. How is a manufacturer to get the right amount of push back of his particular line? It is here that the merchandising or missionary man, as he is called by the trade, jumps into the breach. The American Chain Company, for example, maintains a staff of ten missionaries, each with a commercial car. The company trains the men, of course, but they are not necessarily graduates of its own sales force. The Champion Spark Plug Company has its crew of missionaries who have been through the Toledo and Detroit plants and are fully equipped to sell, put in window displays, and help the dealer operate a better store. Sales are always cleared through the jobber with whom the dealer usually does business.

The tendency to cut out the promiscuous distribution of window display material and other dealer helps has been noticeable for several years. Of course such material is still sent out on request and in a great many cases it is mailed out without a definite request. The Pepsodent Company sends it only when a definite request is made and relies on the quality of its window displays to

get them into actual use. Armour and Company and Libby, McNeill & Libby will not send window displays to a dealer. They take it to him and install it at once. In addition the company representative spends as much time with the dealer as appears to be necessary. The Calumet Baking Powder Company focuses its merchandising on getting the dealer and his clerk to give preference to its product by showing them how to run the store more profitably.

Merchandising means following through, putting an additional punch behind sales policies, getting the extra ounce of pressure that will squeeze the real potentialities out of a territory without relying on unethical and strong arm methods. The man who cannot see opportunities to assist dealers with his advice, who cannot lay bare the facts about turnover, who will not make as his chief concern the amount of goods the dealer *sells* rather than the amount he *buys* is not the man for the merchandising staff. From that it follows, as Mr. McCulloch points out, that all salesmen cannot be good merchandising men.

Most salesmen, however, can be brought to the point where they are much better salesmen than at present and where they are at least fair merchandising men. The cream of the staff can then be gathered into a small staff and its abilities can be used to advantage in making the product or the line easier for the dealer to sell. Where a company has a large number of salesmen who are not in close contact with the home office that course is advisable when and only when the manufacturer realizes that the cost may be considerable at the start and when it is remembered that it takes time to work the plan. Few permanent or sizable business successes are built on the hard-to-sell product. Dealers don't like such products and volume does not come from them. Merchandising is making the reorder the logical sequel to an original order that has been easy for the dealer to move off his shelves.—  
[Ed. PRINTERS' INK.]



JUST as the best location for a retail merchant is "Main Street" where the retail buying is done, so is The News the best place for an advertiser in Indianapolis. It is where most advertisements appear—where most readers read them. . .

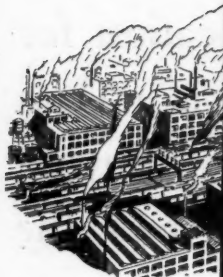
## The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office  
Dan A. Carroll  
110 East 42nd St.

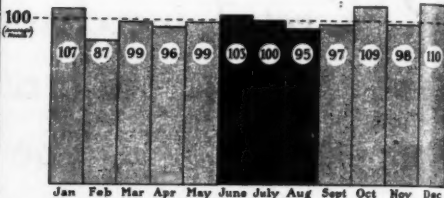
Chicago Office  
J. E. Lutz  
The Tower Bldg.

*First in advertising volume because first in results*



### The Seasonal Trend Of Debits To Individual Bank Accounts St. Louis - 1919 to 1923

(100 = Monthly average of all months for 5 years)



Based on Federal Reserve Bank data

## What are your prospects for summer business?

**A** MAN seated behind you on the "Twentieth Century" turns to a friend—a manufacturer—and says, "Well, what are your prospects for summer business?"

You hear it everywhere. At the office. On the train. In New York, Chicago or Philadelphia. In Detroit—Boston—Cleveland—or St. Louis.

You heard it yesterday—again today—and you'll hear it tomorrow: "What are your prospects for summer business?"

In one market at least the prospects are GOOD!

It's the St. Louis market!

Good prospects are here for manufacturers and advertisers ready to take advantage of conditions favorable to intensive sales effort. Fundamental trade factors are sound.

You can make increased sales in this market offset a seasonal decline in other markets where summer sales efforts are unproductive.

There's business here for those who will go after it. Profitable business for those who know that a "summer SLUMP" exists only in the minds of those who THINK they cannot sell in June, July and August. It's a mental hazard that can't face "daylight" and facts.

### And These Are The Facts

The five-year average of debits to individual bank accounts in St. Louis up to January 1, 1924 (see chart above) show that:

- the average June is 3% above normal.
- the average July is exactly normal.
- the average August is within 5% of normal.

Bank debits are a reliable index of BUYING ACTIVITIES.

The average for the three months of June, July and August (99½% normal) is HIGHER than the individual monthly averages for February, March, April, May, September and November.

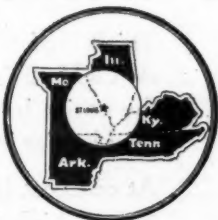
St. Louis bank debits to individual accounts show a HIGHER average for the three summer months of June, July and August than the average for these months of the 141 clearing house centers in the United States, comprising the Federal Reserve Bank districts.

Postal receipts for St. Louis during April, 1924, show a gain of 12.28% over April, 1923. Babson advises consideration of cities where postal receipts show favorable activity.

# St. Louis Globe

St. Louis large

F. St. J. Richards - - New York  
Guy S. Osborn - - - Chicago  
J. R. Scolaro - - - - Detroit



Summer business is good in the St. Louis market!

### Retail Stocks Are Low

Even though unseasonable weather retarded spring sales at retail, **RETAIL STOCKS ARE LOW.** Late buying will best summer business—will stimulate sales at wholesale, and, in turn, at factories.

Sales effort concentrated on this one territory to increase consumer demand will be felt quickly all along the line. **THE ST. LOUIS GLOBE-DEMOCRAT CAN MAKE THE EFFORT YIELD HIGHEST RETURNS.**

### Good Prospects for Summer Business in the St. Louis Market

Economic authorities point to this market as one of unusual stability. One in which the wealth is based upon a wider variety of natural resources and industry than any other big metropolitan market can show.

It has the buyers. They have the money. Purchasing power remains high. Employment and earnings hold up. Retail sales in many lines are practically normal. Much above normal in others. Top conditions and prices look favorable. General activity continues practically normal through the summer—as shown by records of street car traffic, telephone calls and other indices. **SELLING COSTS ARE LOW!**

Four million dollars' worth of new automobiles were sold in St. Louis alone

during May, with the summer peak still to come.

Incoming railroad and motor travel in summer is heavy. Every month more than a million people come to St. Louis from out of town and their average purchases during an ordinary month amount to \$101.99. Thousands come for the famous outdoor Municipal Opera and for the Fashion Show.

Many lines of business are normal or above normal in June, July and August.

**Summer business is good in the St. Louis market!**

### Center Your Sales Efforts on This Responsive Market—the 49th State

Concentrate on the St. Louis Market—the Globe-Democrat market—known as the 49th State, that great naturally concentrated area defined by a circle, radius 150 miles, with St. Louis the natural trading center and only big metropolis. An area with 374 thriving towns of more than 1,000 population.

Here more than 4,500,000 people buy from more than 54,000 progressive dealers. The list of products of which they buy the most reads like a roll call of the products advertised in the St. Louis Globe-Democrat—the "Largest Daily in One of America's Greatest Markets."

**HERE ARE REAL PROSPECTS FOR SUMMER BUSINESS!** The Sales and Promotion Department and Research Division of the Globe-Democrat are prepared to give valuable assistance in helping you to get it.

# Globe-Democrat

Largest Daily

C. Geo. Krogness - San Francisco  
Dorland Agency, Ltd. - London

# A Hoosier Institution

Think of THE INDIANAPOLIS STAR in terms of the entire Indiana market. It is a Hoosier institution.

At one cost it touches the factors of high buying power in Indianapolis, the secondary key cities of the state, and the rich rural and suburban fields.

## Ten Hours of Daily Work

Ten hours of active and effective service is the daily performance of THE STAR.



Let us show you what this morning newspaper means in the development of your selling program in Indiana.

## THE INDIANAPOLIS STAR

FOREIGN REPRESENTATIVES

KELLY-SMITH CO.  
Marbridge Bldg., New York  
Lutton Bldg., Chicago

GRAVURE SERVICE CORP.  
25 West 43d St., New York

R. J. BIDWELL CO.  
742 Market St., San Francisco  
Times Bldg., Los Angeles

# Using Color with an Eye to the Public's Own Color Sense

Watch for Every Added Pigment That Can Be Put on the Payroll as a Salesman for the Campaign

By a Commercial Art Manager

THERE are two methods of applying color plates: As a luxury and as a sound selling contribution to the campaign.

That advertisers are rapidly discovering the wisdom of the latter course, is not to be denied. There are evidences of it on every side. Advertising in color is more expensive. Can the added expense be justified rationally? Can results be counted up in dollars and cents? How is an advertiser to analyze the situation for himself? "I think I will go in for color," is nowhere near as wise as: "I will use color because I can make it a business asset in my advertising."

We are seeing, at the beginning of the spring months, a far greater volume of advertising of vegetables, shrubs and flowers, than ever before. The growth of this department of advertising has been phenomenal, attracting interest because, at one time, it was believed that the known limitations of the field might well prohibit any great amount of such advertising. Now every owner of a house and every man who boasts a few feet of spare ground, is thinking in terms of flowers and of growing things in general. One advertiser of kindred products said that, last year, he had found an entirely new and profitable field in the tenement dwellers—those whose only garden was on a fire-escape. That was one of the things which general advertising had created for him.

Out in Goshen, Ind., a concern which originated "The Ruffled Gladiolus," A. E. Kunderd, grew to believe that to sell flowers, you must show them in their natural colors. And this belief was born of a very serious study of all seed advertising, including their own. For if advertising was to pay, it

must appeal, not so much to the old-timers, who would have flowers in any event, but to newcomers: people who were to be won over to having plants of their very own, regardless of conditions and circumstances.

And so, he made an interesting experiment: he took page space in magazines, and reproduced, in absolutely natural colors, a very wonderful and beautiful orange glory gladiolus, in full bloom. The illustration was practically actual size and the detail was perfect. You could all but lift the flowers from the white paper and make a bouquet of them. They were, to all intents and purposes, the living flowers.

## COMPARISON POINTS THE WAY

The comparison is admittedly unfair, but when you place side by side, the naturally tinted showing of a blossom, and its replica in black and white, the best demonstration of the intrinsic value of color in advertising is certainly exemplified. Here, then, is a definite instance of where color was a part of the selling plan. Whatever the added cost, it was advisable. Full justice was done the thing advertised, and its color was as much of an advertising lure as the most skilfully written copy.

The firm of James M. Shoemaker Company advertises rugs by reproducing them in marvelously perfect color detail. Who can deny that the color of a rug is one of its chief selling attributes? This advertiser sacrifices everything else, pictorially, to show rugs—just rugs—with an astounding amount of color detail. And sufficient space is devoted to them, to make this color plate a profitable expenditure.

It has recently occurred to the

Oak Flooring Bureau that reproducing oak floors in natural colors might easily prove the best advertising idea of all. For color means much in the matter of floors. A few pages are being tried as an experiment. To really understand the value of the idea, take a black-and-white page of this campaign and place it beside one of the pages in natural colors.

It is freely admitted by the Jello Company that where color is employed, the results are much more satisfactory. Here we have colorful desserts, ranging from strawberry to orange. Their delicate shadings of tone, their transparency, their fruit-tinted values, are all advertising points of great interest. Black and white can scarcely be expected to reproduce adequately a raspberry mound of Jello, topped off with a cherry and whipped cream. And so fine has come to be the work of the artist and the maker of the color plates, that these desserts seem to be the real thing, as shown, natural size, on the advertising page. Color whets appetites. It carries the printed word on to a logical conclusion.

The reasons why certain advertisers employ color are more subtle than casual study might bring to the surface. Take a product for example, such as Armstrong's Linoleum. True, the color in the patterns is a significant feature. The mere reproduction of floor-coverings would not go far with a housewife. She must receive an impression of an entire setting, rather than how a single part of the furnishings may appear. Indeed, the color scheme of a room, as created by an artistic designer, may prove a more potent selling illustration, than the most faithful reproduction of a piece of linoleum.

Referring to the Armstrong campaign specifically, we can state an interesting instance: A painting was made, in full color, of an unusually attractive and modish sun parlor. The linoleum pattern shown was not at all bright as to color. In fact it was toned down and might well have been reproduced in two or three del-

icate colors. But the artist, in dressing the room, introduced several pieces of ultra modern furniture. It was painted the most brilliant red. Other draperies and fittings were in keeping and of the ultra vogue.

But the contrast of that brilliant furniture and the draperies with the linoleum pattern made up a room which was universally attractive and popular. Women, looking at the illustration, used it as a working plan. They determined to have a room "just like that." And purchasing the one style of linoleum was an essential part of the plan.

The advertising of Sanitas wall coverings has been vastly facilitated by the use of color because combinations of color effects were made possible. The showing of the product in natural colors was no more significant than color accessories.

#### HOW COLOR HELPED ROOFING SALES

In a talk with a building supply dealer, we found that color in advertising had been directly responsible for the remarkable sales advance of a certain firm manufacturing roofing materials. But his own way of telling it is most interesting:

"We handled a number of different roofing materials, roll and shingles," was his explanation, "then suddenly we began to get an unprecedented call for a certain type of shingle. It sold over every other line. This call came not alone from the house owner but also from the architect, locally, and the builder.

"The majority of people who came in brought with them page advertisements which they had clipped from magazines, in which roofs were shown in odd colors. There was a rage for these color roofings. I studied the advertisements myself, because the change was so insistent. I wanted to analyze the real reason. Such campaigns as have been conducted in color for Richardson Roofing and Creo-Dipt Stained Shingles demonstrate the power of process plates and attractive presentation of a novelty product. Talking

## WHAT THEY TALK — AND WEAR

Listen, in the smart restaurants or at the fashionable hotels, to the groups of women who talk—not housework, bargains, economies—but books . . . art . . . the theatre . . . travel . . . sport . . .

. . . the very subjects with which Vanity Fair deals, for news of which these women turn to Vanity Fair. Now look at them.

Notice their trimness, their *chic*—their tasteful accessories, their quiet but expensive jewelry, their well-cared-for complexions.

Think back to the lavish wardrobes in their homes . . . the boxes of gloves, stockings and handkerchiefs . . . the shoe closets . . . the jewel cases . . . the bottles and jars of perfumes and cosmetics . . . that lie behind the charming appearance they present to the world.

Then you can understand how much buying these women do.

And how greatly advertising in Vanity Fair—the magazine that speaks their own language—can influence them.

## VANITY FAIR

about color can't take the place of actually showing it in all its faithful variations. Thus, in the Creodipt series, photographic illustrations of the details of the roofing, done in subtle colorings, formed an important feature of every display."

It is now possible, since the perfection of color photography and color platemaking has reached an artistic state once undreamed of, to reproduce fabrics of the most subtle and intricate kind, in astounding facsimile. Some of these effects are unbelievably beautiful. As in advertising Orinoka draperies, a design may show a half dozen gorgeous folds of glowingly colored cloth, and do it with such realism that it is the equivalent of seeing these products across the counter of a store. Every delicate gradation of light and shadow, every soft ripple of the fabric, every quality of the texture of silk or satin or plush or brocade can be reproduced.

The influence of color on the modern catalogue is past all reckoning. Such plates carry the showroom itself to the remote country village, to the pioneer's cabin in the hills, to the planter and his wife on a South American mahogany plantation.

In one copy of a popular magazine devoted to the interests of women readers, there were thirty-five full-color page advertisements! Think of such a record as this! And the use of color is a comparatively new idea. The added cost was, at first, a retardant. The advertiser could not see how it was worth the great difference. Then color began to really demonstrate its effectiveness. Products there had been which could never have been adequately advertised in black and white. Results up to a certain point, only, could be expected. Women, it has been found, are particularly susceptible to color advertising.

A certain line of delicately tinted compacts and sticks of rouge was reproduced in color, and druggists reported an almost immediate increase in sales. The retailer knew, because customers

brought in the advertisements and asked for certain shades by the colored illustrations.

## Hardwood Lumber Men Told to Advertise

"The wheels must be kept going. The advertising and sales organizations of our plants must stimulate demand. The purchasing power of the American people leads that of any other nation. Money and credits are available for sound industries. Why are we lacking in faith in the fundamental soundness upon which our business rests? There is no satisfactory answer."

This thought was left with the members of the National Hardwood Lumber Association, by John W. McClure, Memphis, retiring president, at their recent annual convention at Chicago.

H. B. Curtin, Clarksburg, W. Va., was elected president of the association, and Ben C. Currie, Philadelphia; John R. Thistlethwaite, Washington, La., and John I. Shafer, South Bend, Ind., were elected vice-presidents.

Frank F. Fish, secretary-treasurer, reported 300 new members for the recent year, bringing the total membership to nearly 1,500.

## Campaign for "Run-A-Round" Chocolate Bar

Newspapers and outdoor advertising are being used by the Chase Candy Company, St. Joseph, Mo., in a campaign on a new chocolate bar known as "Run-A-Round." This bar is particularly salable in summer months. C. C. Chase, vice-president, informs **PRINTERS' INK**. A small-size bar is now marketed. A large size will be placed on the market about October 1. The account is handled by the Gundlach Advertising Agency, Chicago.

## Will Advertise New Electric Lamp

Newspaper and magazine advertising will be used in a campaign which the Eagle-Wabash Company, Chicago, is planning on a new electric lamp which will be marketed under the name of Rembrandt. This advertising will be directed by the J. R. Hamilton Advertising Agency, Inc., also of Chicago.

## F. F. Warner Joins Lesan Agency

F. F. Warner, formerly advertising manager of the Union Pacific Railroad, has joined the Chicago office of the H. E. Lesan Advertising Agency, Inc., in an executive capacity.

## Joins W. J. Duffield

Chevis Reeve, formerly with the Meyer-Both Company, advertising art, Chicago, has joined W. J. Duffield, artist, New York.



# 35¢



**T**HIS is the price people pay for each copy of *Cosmopolitan*. More than 1,200,000 families read *Cosmopolitan* every month. No other 35-cent magazine has within 500,000 of this circulation. Our readers are willing to pay the price because of their intense interest in its contents—an interest which includes the products displayed in the advertising section.

## Cosmopolitan 35¢

Your national sales map has 663 points of concentration—this is

where *Cosmopolitan's* circulation predominates.

# Cincinnatus is a

Living well at home, the people of Cincinnati maintain this standard of living when away from home. Wardrobe trunks, traveling bags, cameras, binoculars, golf equipment, fishing tackle, vacuum bottles and lunch kits, not to mention traveling apparel for both sexes, find a ready sale among them — when properly brought to their attention.

There is probably no community of like size in which there is greater interest in tourist information—the routes and accommodations of railroad and steamship lines, the attractions of hotels and the like. Certainly none has both the interest and the means to gratify it in more liberal degree.

# CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

# a Great Traveler

If you have merchandise or services calculated to appeal to the traveling public, to those who go *de Luxe* and to those who vacation *via Flivver*, to the "personally conducted" party or to the "habitual globe trotter," to camper or to hiker, to "college men" or to "finishing school misses," the Times-Star will deliver your message most acceptably.

The proof of this claim is of course statistical — cold, uncompromising figures of circulation, lineage data and the cumulative evidences of sixteen consecutive years undisputed leadership in the field of Cincinnati Newspaperdom. Yours for the asking. Write for it.

# THE TIMES-STAR

Member of Audit Bureau of Circulations

# Have you seen *our* Auto chart

*that gives cars by  
makes by states*

A chart has been prepared by the *Oklahoma Farmer-Stockman* that is of interest and value to automobile, tire and accessory manufacturers and distributors—in fact, to any one who can use a knowledge of the distribution by makes of motor cars in the United States.

The chart is small, 11 x 25 inches, neatly and legibly printed on good paper, an ideal combination for filing or putting under your desk glass.

The *Oklahoma Farmer-Stockman* wants you to have one of these charts feeling sure that it is valuable to you, and asks that you indicate your desire on the coupon below. There is no obligation, of course, and *OFS* will enjoy being of service.

*Send for yours /  
It's FREE*

THE OKLAHOMA FARMER-STOCKMAN,  
Oklahoma City, Oklahoma.

Gentlemen:

Please send me, without cost or obligation to me, your Automobile Chart.

Name.....

Business.....

Address.....



# Radio News on London Convention Plans

Coolidge Message Published—Final Welcome Preparations Under Way  
—Delegates Asked to Forego Fancy Hatbands, Streamers and Banners

*Special by Radiogram from PRINTERS' INK's Convention Headquarters,  
London, England, July 1, 1924*

**Y**ESTERDAY a message from President Coolidge to Lou E. Holland, president of the Associated Advertising Clubs of the World, was published in London. The President said:

"I shall be very glad if you will take occasion to express to the delegates attending the convention of the Associated Advertising Clubs of the World my heartiest good wishes and cordial greetings.

"I notice that the emblem of your organization bears the single word 'Truth.' Just as this word symbolizes the only real basis of friendly relationship between buyer and seller, so in a larger sense it is equally essential in the wider relationships of nation to nation. I am sure that this gathering of business men will lead to that clearer knowledge which will do away with misunderstanding arising from failure to know the truth.

"Very cordially yours,  
CALVIN COOLIDGE."

Final program will be ready today. Chairman of Program Committee informs us that visitors are not expected to display advertising hatbands, streamers, banners, signs or flags, but to confine decorations to official badge, which may be obtained on registration at headquarters. For this purpose a fully furnished office on the ground floor of Bush House on the Strand has been prepared and each delegate is urged to report there on arrival to secure credentials and register his London address. Each delegate who registers can have radios and cables sent from home with address Amadclub.

It is planned to have the word "Welcome" skywritten at Southampton on arrival of boats.

A large number of British posters forming an avenue one

and one-half miles long from all those in competition will be displayed. MacKnight Kauffer declares wonderful progress due to the influence of American and German designs and color schemes.

Logeman has brought 700 American posters to be shown in the Stadium. This will be the only non-British exhibit at Wembley. Afterward this exhibit will be sent on travel through the provinces.

The opening speech for the general session at the convention will be delivered by the Prince of Wales and will be broadcast from all radio stations.

The final list of speakers for General Sessions include Lord Burnham, Viscount Leverhulme, Lord Ebury, Lord Stephenson, Sir Lawrence Weaver, the Rt. Honorable Winston Churchill, Baldwin, Thomas, Colonial Secretary, as well as the American Ambassador. Privy Counsellor O'Connor, the famous film censor, will talk on cinema advertising.

The proposed debate on church advertising is already causing a great controversy in the press.

Lord Astor will entertain Langhorne Gibson.

The Houston delegation will cut watermelons at the Albert Hall Ball.

Up to the present time the registrations from Great Britain number 2,000; France has eighty; Sweden forty; India, China and Japan thirty; Denmark, Holland, Belgium, Switzerland each have twenty-five; South Africa thirty; Australasia twenty; Czecho-Slovakia ten; Norway ten; Italy eight, and all others 150. Convention will be international in fact as well as name.

Lord Parmoor will represent the Government to preside at the dinner to the French delegation.

The editor of the *Petit Parisien* will be a speaker and Premier Herriot of France has been invited. All speeches will be in French at this dinner.

The American delegates will receive four days of hospitality in France after the convention. This will include official celebration and welcome at the Sorbonne, religious services, banquets, gala opera performance and fireworks at Versailles. One hundred and eighty delegates accepted the Abbotsford tour of the Scotch Tweed Country.

Final preparations for a big welcome to overseas delegates are under way.

### Marguerite Heinrichs, Winner of Direct-Mail Prize

Miss Marguerite Heinrichs has been awarded a prize of \$100, offered by Buckley, Dement & Co., Chicago direct-mail house, for the best direct-mail advertising campaign to promote the city of Chicago by any member of the Women's Advertising Club of that city. The campaign, outlined by Miss Heinrichs, is being sent to the London advertising convention as the exhibit of the Chicago Women's Advertising Club. Miss Heinrichs was presented with the prize at the bon voyage luncheon of the Chicago Advertising Council by Homer J. Buckley, on behalf of the donor.

Frederic P. Vose, on behalf of the Chicago Association of Commerce, bid the local delegation to the London convention God-speed, and Mr. Buckley responded on behalf of the delegation.

### J. M. Allison Sells "20th Century Advertising"

J. Murray Allison, owner and editor of *20th Century Advertising*, of London, Eng., has disposed of his interest in that publication to the proprietors of *The Advertising World*, also of that city.

Mr. Allison has been appointed advertising director of Allied Newspapers, Ltd., comprising *The Daily Dispatch*, *Evening Chronicle*, *Sporting Chronicle*, *Sunday Times*, *Sunday Chronicle*, *Empire News*, *Athletic News* and *World's Pictorial News*.

### A Founder of Clicquot Company Dead

Charles W. Sanford, formerly vice-president and general manager of The Clicquot Company, Millis, Mass., Clicquot Club ginger ale, died at Arlington, Mass., on June 21. Mr. Sanford, who retired from business about a year ago, was one of the founders of The Clicquot Company.

### New Advertiser Finds His Adjectives Appropriated

LEWIS F. SMALL, INC.  
HAND MADE SHOES

BOSTON, June 25, 1924.

Editor of PRINTERS' INK:

This letter is by way of appreciation for the many and good articles in PRINTERS' INK. And a bit of a kick on shoe advertising in general.

Whence comes this letter? The firm that corresponds to the boot makers of London and Paris. Making custom shoes, ranging from semi-hand made shoes at \$17.50 up to \$105 a pair. Thirty-five years in this business—foremost (modestly) hand craftsmen in America—advertising for the first time in twenty-five years! Creators of the only aluminum lasts in the world—and the first sport shoe—back in the days when they still fell off the high-wheeled machines on Boylston Street.

While most of your articles do not apply to such an odd business as this—the vast amount of interesting reading that your admirable weekly contains is "worth the price of admission alone."

But—why on earth do the advertising agencies soar into the heights of rhetoric about "shoes made by Master Craftsmen and super-skilled workmen"? 'Tis a battle of advertising wits rather than facts—we ought to know—our workmen are craftsmen from Sweden, Poland and Russia—but they scorn machines and use the "rule of the thumb."

Why, oh, why?

LEWIS F. SMALL, INC.  
N. H. SMALL,  
Secretary.

### Colin Campbell and George F. Lord Join Durant

Colin Campbell has been elected a vice-president of Durant Motors, Inc., New York. A new sales campaign by the Durant organization is planned, it is reported. Mr. Campbell has been general sales manager of the Chevrolet unit of the General Motors Corporation from 1921 until last January. He had been with General Motors since 1916.

George Frank Lord has been appointed assistant to Mr. Campbell. Mr. Lord recently resigned as advertising manager of the Chevrolet Motor Company.

### Walter J. Moser Dead

Walter J. Moser, assistant manager of the domestic sales department of the Standard Oil Company of New Jersey, New York, died on June 28. He was forty-five years old and entered the employ of the Standard Oil Company at the age of fifteen.

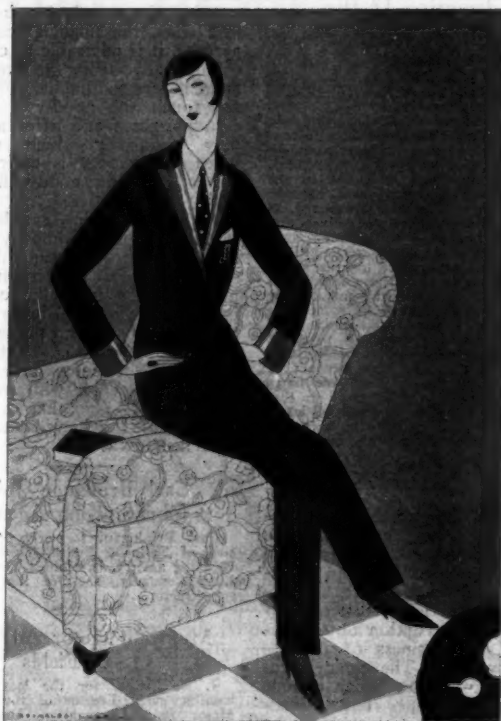
### O. S. Tyson Leaves Rickard Agency

Oscar S. Tyson, for more than three years vice-president and a director of Rickard and Company, Inc., New York, has resigned.

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FROM THE DATA BOOK OF HARPER'S BAZAR

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**EXCLUSIVE CONTRIBUTORS****6—REYNALDO LUZA**

**F**OR the past year the work of Reynaldo Luza, the young Peruvian artist, has appeared in every issue of Harper's Bazar—and only in Harper's Bazar. Mr. Luza has just returned from Paris where he went on a special trip for the Bazar to sketch the new creations of some of the smartest Parisian couturiers.

# Harper's Bazar

2/- IN LONDON

50c

6fr. IN PARIS

## Shall We Advertise If the Factory Burns?

C. BRANDES, INC.

NEW YORK, June 10, 1924.

Editor of PRINTERS' INK:

If our company should be completely destroyed by fire, we would have to continue our advertising for approximately two months after business is suspended, because forms would be closed in the magazines. This unavoidable expense continues after sales have terminated, as a result of our failure to deliver and production stopped. Anticipating such a case, how should advertising be figured on taking out fire insurance?

Another question: Suppose as a result of fire loss, business was unavoidably suspended for a period of six months. Is it customary practice to discontinue advertising until the company is again ready to make deliveries, or is it practice to continue a sufficient amount of national advertising to keep the name before the public and to state in that advertisement that as a result of losses sustained by fire, it will be a period of six months before we can make deliveries?

C. BRANDES, INC.

L. W. STAUNTON.

IT is possible to obtain an insurance policy covering loss through business interruption. This is known as Use and Occupancy insurance. It protects the insured from loss sustained or caused by interruption or suspension of the business of the assured by fire. The policy provides against losses which include salaries and wages and miscellaneous expenses, which must be continued to maintain an organization, insurance premiums, trade association fees, telephone costs, royalties, all fixed charges and net profits which would or might have been earned but for the fire. Any capable insurance specialist can explain how to determine the amount of Use and Occupancy insurance required.

A factory in ruins is a rather disturbing sight. The ordinary reaction, when a business goes up in smoke, is to cancel every expenditure that can be canceled, at least until the smoke has cleared away. This may later be found to be a policy that must be continued for a longer time. Frequently a fire leaves a company's finances in such shape that there

is nothing else to do but mark time.

There is no doubt, however, that when the financial condition permits, it is advisable to continue enough advertising to keep the name before the public. Fire cannot touch the good-will a concern possesses and after all it is only good-will which remains when the factory is entirely destroyed. But good-will does perish from neglect.

A destructive fire can be made to strengthen a company's relations with the trade and the consuming public. Advertising will hold business until the company is again ready to fill orders. Even though the campaign proceed only under a half-head of steam, it will keep the name alive in the memory of people who forget all too quickly. And that is a very worth-while achievement.—[Ed. PRINTERS' INK.]

### Carl Brinkman Joins John S. King Agency

Carl Brinkman, formerly of the art staff of Fuller & Smith, Cleveland, advertising agency, has joined The John S. King Company, Inc., of that city, as art director.

### Maxwell Motor Advances J. E. Fields

J. E. Fields, for the last eighteen months, sales director of the Maxwell Motor Sales Corporation, Detroit, has been elected vice-president in charge of sales of that organization.

### Made Advertising Manager of Cheney Brothers

Homer S. Curtis has been appointed advertising manager of Cheney Brothers, New York, manufacturer of Cheney silks. He succeeds Guy Bolte, who has resigned.

### Returns to United Advertising Agency

Casimir Mayshark has again joined the United Advertising Agency, New York, as a member of the art department.

### Buys Troy, Ala., "Messenger"

The Troy, Ala., *Messenger* has been bought by M. N. Dodson. Mr. Dodson also owns the *Herald* which will be discontinued.



# Proof of an Exceptional Market



## First In Total Advertising In America First 5 Months of 1924

**T**WO fundamental factors make Detroit the outstanding market for advertisers: First, its industrial achievements and consequent prosperity; second, the wonderful coverage possible by using only one paper—The Detroit News. No other city anywhere near Detroit's size can be covered so thoroughly by one newspaper as Detroit is by The News.

Consequently The Detroit News has been either first, second or third in advertising for nine years and thus far in 1924 The News is first with 12,981,346 lines, an increase of 824,838 lines over the same period of a year ago.

## The Detroit News

News Square

Detroit, Mich.

*Greatest Circulation Daily and Sunday in Michigan*

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## SALES ACTIVITIES

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### ADVERTISING IN A. B. P. PAPERS

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# *Perfect Parallel for Sales Work*

**A**DVERTISING that parallels the sales activities; advertising that calls on the same people that your salesmen call on; advertising that talks the language of each buying group; advertising that exemplifies the principles that have been proven and tested in personal selling.

That in a word is the reason for the great power exerted by Business Paper advertising, and for its amazing economy and productiveness.

The salesman calls **ONLY** on known prospects or customers—so does the Business Paper. The salesman varies his sales talk to suit the individual case—so does copy in the Business Paper. The successful salesman commands the friendly interest of his customers—so does the Business Paper.

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**THE ASSOCIATED BUSINESS PAPERS, INC**  
*Over 120 Papers Reaching 54*

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But the Business Paper has some advantages over the salesman. The subscriber INVITES the Business Paper to call and pays for the service. He consults the paper as a business duty in much the same attitude of mind that he would seek the advice of a trusted friend.

The subscriber NEEDS the Business Paper—it is his only source of unbiased, unselfish information—it is his buying and operating guide—he goes through the advertising pages with the same interest that he would feel in a great exposition of the merchandise he buys.

He does not have to be coaxed or tricked into reading the advertising—it's an essential part of the service he pays for—it's HIS market place.

Just as in personal selling, the Business Paper *concentrates* on real buyers. It exemplifies, in advertising, the advantage of *intensive* cultivation, and presents the most outstanding example of intense reader interest.

No wonder that the returns from Business Paper advertising per dollar expended, place this medium in a class by itself.

**Are you getting your share?  
Perhaps we can help you.**

**A.B.P.**

*"Member of The Associated Business Papers, Inc.", means proven circulation, PLUS the highest standards in all other departments.*

**Headquarters, 220 West 42d Street - New York**  
**Fields of Trade and Industry**

FROM THE JUNE-JULY NUMBER OF

*Modes & Manners*

*Patou's silhouette for evening is belless, with grace in movement gained by a circular godet or pleating to give sweep and fullness below the knee line.*

**Jean Patou Speaks—**

"Will the coming fashions be of Directoire style or of 1880 inspiration? I have not an idea. This I do know, however, they will be of 1924."

Monsieur Patou does not believe fashions are imposed. He believes the demands of smart women make the mode; and he says all this and much more in the June-July number of *Modes & Manners*.

**THE STANDARD CORPORATION  
PUBLISHERS**

CHICAGO NEW YORK PARIS

PATRICK F. BUCKLEY, Advertising Manager  
222 EAST SUPERIOR STREET, CHICAGO, ILLINOIS

ROBERT R. JOHNSTON, Eastern Advertising Manager  
681 FIFTH AVENUE, NEW YORK, NEW YORK

# "Space Pedler," "Dope Pedler" and "Digger"

Successful Methods of Advertising Salesmen and How They Are Acquired

By James H. Collins

"**H**OW are advertising salesmen trained?"

"They're not trained—they're stolen!" said a publisher, answering my question.

"What do you mean?"

"You know how corporations hire the young fellows coming out of college. When they want an engineer, they do not find a high school boy and send him to college, but wait until he has taken the engineering course. Well, an advertising salesman needs a certain amount of preliminary training, kindergarten work. The big advertising organization lets him get it elsewhere, and incidentally demonstrate whether he has sales ability or not. If he has it, then they steal him. I am speaking of the big magazine organizations, all of which do it except one with a somewhat different method. Instead of taking its recruits from other concerns in the advertising field, it seeks men who have been trained chiefly in different lines of business. Now they will pick up a promising young fellow in life insurance, and again one from an adding machine or electrical company."

Going into more detail, he said that the best place to begin training for advertising salesmanship is on the classified end of some newspaper—where incidentally he began himself about fifteen years ago. Classified advertisers are many and diversified, the orders small. There is an enormous amount of healthy outdoor exercise in this field of salesmanship—the classified canvasser seeks small space in the Great Open Spaces. If a young man tries it and doesn't succeed, he is qualified for a job as floorwalker or waiter. If he does have the stuff in him, however, it is developed by approaching and talking with thousands of

people, all kinds of people, employers, employment agencies, employment managers, second-hand book sellers, furnished-room landladies, business-opportunity brokers, East Siders who speak little or no English, dog breeders, dog robbers.

Look over the classified liners and make your own list, visualizing the people seen by the young man who has set out to walk from coast to coast in the advertising game, and you will realize that it is the finest possible training for a start.

## WHAT OF SALARIES?

Also, publishers cannot afford to pay very much money for this sort of salesmanship. Somewhere around thirty-five dollars a week is the average in New York City, and somewhere around seventy-five dollars is the ceiling for all except the unusual man. That holds good not only of newspapers, but hundreds of the lesser magazines and trade journals.

If he succeeds at classified, the beginner is advanced to small accounts, then larger ones, and is finally given charge of new business. This is the great preliminary training school, the survival-of-the-fittest arena in which men qualify, and it's where the organizations look for their beginners. The big fellows are not limited when it comes to paying money. They'd probably prefer a man capable of earning \$25,000 a year to the hundred-a-week fellow if they could get him. The sales manager of one big group put it in a vivid way:

"Our men do an enormous amount of traveling every year," he said. "Most of them are on the road half the time. But whether a man makes ten trips to Buffalo or twenty, or a dozen or two trips to San Francisco, it is so small

a percentage in our yearly expense that we can't figure it. The whole thing is the fraction of one per cent on the volume of business. It's the same with salaries—they are a small proportion of expenses if a man can produce."

Advertising contracts with these organizations run into enormous figures, so it is possible to pay a capable man well and let him camp on the advertiser's doorstep for months if necessary, and also spend his time "educating" new advertisers. The far-sighted publisher in this field thinks nothing of beginning work in a certain industry or locality five years ahead of the actual advertising contracts that he means to develop by missionary work.

Another splendid place to begin is on what might be called the "data staff" of a city newspaper. It's a mighty small town nowadays that has no newspaper with a data staff—young men in the advertising department who, instead of selling space, are kept busy among the retailers and jobbers who distribute merchandise in the community. A certain big-town daily employs thirty to forty men in this work, and the training they get is indicated in their manager's explanation of what they do:

"One important task is maintaining our lists of retailers and jobbers. How long do you think a list of the grocers, hardware dealers or haberdashers in this city remains accurate? Not one hour! If it were possible to obtain an accurate list at eight o'clock this morning, by nine o'clock there would be changes. One merchant fails, another sells out, another is burnt out, another dies. New stores are constantly being opened, and old stores moving. Our men visit every retailer and wholesaler in the city once a month, verifying details like ownership, rating, street addresses and so forth. Every night they come in and write changes in the books containing our dealer lists, and once a week these changes are set up in type for a printed list. Besides that, they make inventories of stock carried by representative merchants in different trades and

neighborhoods. An underwear manufacturer thinking of our town would generally choose several of the large Main Street clothiers or haberdashers as representative dealers in his line, but the really representative merchant is the fellow with a small neighborhood store, just as the representative moving picture theatre is the ten-cent house on a side street instead of the two-dollar picture palace. Our men go in and actually count the different brands of underwear, hosiery, shirts, collars, bath-robos, garters and other items carried in representative stores, so we not only know where the dealers are in each trade, but what they sell. In groceries, we do this with the independent grocers, the chain store and the delicatessen dealer separately.

#### WHEN A NEW CAMPAIGN IS PLANNED

"Again, when a new advertising campaign is planned, they visit the dealers and explain it, co-operating with the advertiser's own salesmen, who take orders. And if something goes wrong after the advertising starts, if it is discovered that the dealers in a certain section of the city are not stocking or selling as they should, our fellows go and find out what is wrong. This work serves two important ends. First, our advertisers get results, and stay with us, so the selling effort necessary to bring them in again and again is eliminated. And second, we are able to show results for the man with a modest appropriation. Five years ago, it would have been folly for an advertiser with \$5,000 to enter this market, even if he had concentrated all his advertising in one newspaper. Today, backed up by this dealer work and information, using a single newspaper—of course ours—he can gain a footing and make it pay."

Clearly, while the young fellow taking a freshman course of this kind sells nothing, he is getting a wonderful insight into people and business, and in the course of time takes to actual sales work as naturally as a duck to water. (By

# *The Trend of Public Opinion*

The average yearly increase in the city and suburban circulation of the Chicago Evening American since it started publication in 1900 is 16,762, or 43.3%.

The average yearly increase in the city and suburban circulation of the Chicago Daily News since 1900 is 4,063, or 10.5%.

And the trend in public opinion is becoming more and more pronounced.

**CHICAGO EVENING AMERICAN**

*A Good Newspaper*

*P.S.—It Pays to Buy On a Rising Market*

the way, duck-breeders keep young ducklings out of water until their down is replaced with feathers, so the simile is pat).

Space salesmen today fall into three general groups, known in the argot of the game as the "space pedler," the "dope pedler" and the "digger." That is the order in which they rank for ability. The space pedler is the up-to-date edition of the old-time advertising canvasser, the dope pedler one trained to sell from the data book with considerable standardization of approach and argument, while the digger is a specialist selling with the assistance of original research data of value to his prospects, and in many cases is a specialist in certain lines of business.

The pleasant-spoken, clean-cut young space pedler, calling regularly with the bright smile, the cheery word and the fifteen-cent cigar—every sales executive with whom I talked says the woods are full of him, but that he works for somebody else. Advertising managers with appropriations to spend still report the space pedler as "just dropping in" with nothing more important to say than "Please put my publication on your list." But so far as the magazine, newspaper, street car and other sales managers with whom I talked are concerned, he has just gone around the corner. They employ serious thinkers who can talk fundamentals to the advertiser. Their fellows sell by discussing basic business problems with business men speaking their own language.

Actually, there seems to be room in advertising for three kinds of space pedlers. First, the beginner has to begin somewhere, and at the outset can do little more than peddle. Second, there are men in every calling who do not learn the game and advance, yet still stick to it. And third, there are publishers and sales executives who do not advance, and naturally their salesmen are held down to peddling methods because nothing more substantial is furnished them.

"In the past five years we have hired just one salesman from the staff of a certain publication," said an executive. "That publica-

tion sells on the 'Me too' basis. Its solicitors are good fellows, coming in regularly, landing orders on personality. They haven't anything fundamental to sell. But our fellows sell on fundamentals, and this chap was essentially a fundamental man to begin with. He got in with the wrong crowd, analyzed the proposition, saw that there was no real value in it for the majority of advertisers, and couldn't sell because he didn't believe in the proposition. When he came over to us, he found himself where he belonged."

The "data-trained salesman" and the "dope pedler" are the same fellow! Those happen to be the antonymic trade terms for him applied by friends and enemies.

Taking him in the aspect of data-trained salesman, he corresponds to the "standard approach and argument" salesman as he was first developed in the cash register and office appliance field some ten or fifteen years ago. They had their era of psychology, too, when the sale was divided into the four stages of Attention, Interest, Desire and Action. If all sales were like that, why not standardize the thing? Cash register and adding-machine parts were standard and interchangeable—why not the parts that went to make up a sale? So the standard approach was constructed, in which the salesman asked the prospective customer questions that could only be answered "Yes" or "No," and always to the salesman's advantage.

BUT ALL CUSTOMERS ARE NOT "YES-MEN"

However, not all customers are "yesmen." A dictating machine salesman told me a story the other day showing that personality and resourcefulness, study of the customer's requirements and intelligent service are the backbone of salesmanship in these fields.

He found a former customer who had an outfit of dictating machines which were not being used. He interested the employer by selling him a new dictating machine, the other equipment

(Continued on page 123)



# TELL IT TO SWEENEY!

—especially the Young Folks

THERE may have been an era outside of Sunday school books when children were seen and not heard—much; when the adolescent male had to sprout whiskers and the female gather wrinkles before they became accredited members of society. But times, as the song writers remind us, have changed since father was a boy. Ever since the war the so-called younger generation has been on the cosmic consciousness and conscience. A girl now enters society at an age which previously entitled her only to give up dolls. Young men move faster and earn more in business than their fathers did. (How long have some of you hoary advertising men who read this been out of college?)

In consequence of these social changes, the young idea must be reckoned as an advertising target of first importance.

Consider the course of the Sweeneys, the average American family. Along about the time the wolf has been scared from the door and progeny are advancing in age, in grace perhaps, and in what is assumed to be an education, Mr. and Mrs. Sweeney have settled down.



Mr. Sweeney enjoys a deserved feeling of accomplishment at having found some place in the world. He still has his ambitions, but in his heart he knows he will never be a world-beater. Other men may go farther, fare

better, find more money, live in larger houses, make the front pages, smoke better cigars without inciting him to envy or inspiring him to effort. And Mrs. Sweeney has begun to admit that she is getting—well, a little stout; and has definitely abandoned any ambition of becoming a movie actress, a business woman, a perfect housekeeper or of knocking the Four Hundred for a goal. Mr. and Mrs. Sweeney are sedative with middle age. The starry heights, green pastures and far calls no longer move or molest them.

\* \* \*

AT THIS point Nature gets in several good licks at replenishing the earth with new aspirations, dewy dreams, incandescent illusions and fresh assortments of the goods and chattels of this world—via the ignorant, ambitious and intense younger generation.

This new force is first felt at

home. The Brussels carpet that still looks as good to Ma and Pa as the day it came from the mail order house, gives way to the juniors' propaganda for rug replacements. The mission furniture with the indomitable upholstery elegantly finished in imitation leather, is given the raspberry by the growing daughters; they drag Ma down to see something swell in mohair or brocatelle, and if the bankroll can possibly stand the strain the elders are gradually apprised of the fact that an automobile is an imperative essential.

While the Old Man still raises Cain with his tailor trying to get a fifty-dollar suit at the pre-war price, his sons overbid him on an outfit that includes plus fours. Ma will still snoop around the Bargain Basement while her married daughter takes over from a modiste a modest model at an immodest price. Many a girl whose mother haggled over the price of ham hocks can phone an order for petit pois, marrons glace, and antipasti without

stuttering. The hard earned dollar of middle age moves nimbly as a nickel when youth starts to spend it. All this may be Bad News if you are the Old Man, but it must be good news if you are a business man because it means new markets.



\* \* \*

**T**ELL IT to Sweeney, the young Sweeneys, and make sales for today and tomorrow.

Tell It first in New York where there are most young people, the most incomes, the most opportunities to make money, the most inducements to ambition, advancement and emulation.

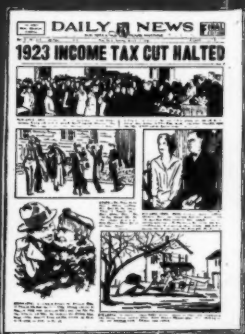
Tell It first in THE NEWS, which not only has more readers than any other daily newspaper in America but probably more young readers (under thirty) than any other newspaper in the world. The circulation carries the message farthest and the tabloid page with its high visibility and attention value carries it quickest—and at lowest cost. Get the facts.

# THE NEWS

## *New York's Picture Newspaper*

25 Park Place, New York 7 S. Dearborn St., Chicago

*TELL IT TO SWEENEY has been issued in folder form. Write for the series on your business letterhead.*



Net paid average  
for June, 1924

824,351

*The Largest  
Daily Circulation  
in America!*



# AERO DIGEST

*The Magazine of the Air Clan*

*Edited by Lieut. Commander Clifford A. Tinker*



DO you know that there are more than 2000 fully equipped landing fields in this country?

There are more than 3000 privately owned planes used for sporting or pleasure?

—there are 200 companies engaged in some phase of commercial flying for passengers or freight?

—that the air mails are now carrying 2,000,000 pounds of mail 2,000,000 air miles each year?

Everyone is interested in flying. Aero Digest satisfies all interests and covers the news of the Air Clan from every angle. The readers of Aero Digest according to our analysis have more than the average of wealth. They travel extensively; they play golf, tennis, polo; they have a weakness for sporty automobiles.

Because the circulation of Aero Digest is growing by leaps and bounds, the advertiser can buy class circulation here at an exceptionally low rate. Let us tell you more! Ask for sample copy and rates.

AERONAUTICAL DIGEST PUBLISHING COMPANY  
220 West 42nd Street, New York City

**"EVERYONE IS INTERESTED IN FLYING"**



# Dressing Up the Guarantee

How Some Advertisers Attract Attention to Their Guarantees by Giving Them an Impressive and Unusual Appearance

By August Belden

THE guarantee as a sales stimulator is probably as old as selling itself. It has been used in numerous ways, has worn many costumes and appeared in many guises. As a sales stimulator it has been wonderfully effective, but it has also failed at times because of misuse.

Years ago down South, a certain article enjoyed fine sales among the farmers and negroes. The reason for its success was a great mystery to its competitors, until one of them made an investigation. Nothing is really great, of course, when one learns its secret. And when the investigators learned the secret of the success of this article the wonder of it disappeared. The reason was simplicity itself. The company had guaranteed its goods in such an interesting and delightful way that these farmers and negroes just had to buy them.

It wasn't the spirit behind this guarantee that charmed but the guarantee itself. It was a beautiful guarantee, something to be proud of. It was elaborate, printed on heavy bond paper in three colors and gold. There was an engraved border around it, and there were filigrees and curlicues and signatures and seals. It was, in truth, a guarantee which could be guaranteed to win the respect of all and sundry. It looked like valuable property and was treated as such, finding its way into strongboxes and banks. Competitors could have guaranteed their goods just as thoroughly as the company which made the article in question, but they hadn't taken the trouble to do it in such a beautiful and convincing manner.

The point of all this is, of course, that this company's gilt-edged guarantee touched the imagination of the people. It wasn't that its guarantee was any stronger than anyone else's guar-

antee, but it was a heap more lively and interesting.

The pivotal point of a successful advertising campaign recently launched in Canada was a dressed up guarantee. This was the campaign of John Forsyth, Ltd., of Kitchener, Ontario, maker of men's shirts. For fifteen years this company has been making shirts, but never in all this time did it do any consumer advertising, although it had been an advertiser to the trade in business publications and by direct mail. Then suddenly this year the company began to direct messages to the ultimate buyers of its product, as well as to the trade.

The method of approach decided on was a variation of the replacement guarantee plan. Protection to customers was chosen as the chief talking point for the new campaign. Because of the quality of the company's goods it was not afraid openly to guarantee long and satisfactory service. The trade has always known of the company's willingness to accept and replace garments found unsatisfactory by their customers, but the public didn't know much about this except through its contact with the dealer.

The word "guaranteed" has been so loosely used in advertising that it has lost a great deal of its meaning. Articles have been described as "guaranteed" in copy which has carefully refrained from mentioning what they are guaranteed to do, how long they are guaranteed to wear, or under what conditions the manufacturer will replace them. Realizing this, the Forsyth company wished to make its guarantee specific; but the wearing qualities of shirts are largely outside of the manufacturer's control. Some people wear out shirts much faster than others. No specific length of wear could there-

fore be attached to the guarantee. It was difficult, if not impossible, to state in exact terms just what performance might be expected from the Forsyth shirt. The only thing that could be done was to assure the customer of the utmost protection against the shirt's failure to give him satisfactory service.

It was at this point in the company's calculations that the idea of an insurance policy presented itself. An insurance policy means something. It is valid and negotiable, and has a specific dollars-and-cents value. Men are accustomed to talk of protection in terms of insurance. Would not an adaptation of this idea work admirably with shirts?

By borrowing atmosphere from the insurance business and evolving the slogan, "Every Forsyth Shirt Is Fully Insured," the firm went to the trade and the public with an appeal that is at once novel and convincing. An "Insurance Policy" is now being wrapped with every shirt and this insurance policy is being featured in all consumer advertising. The policy guarantees that the customer is entitled to "A new shirt for one that fails."

In addition to the points of imitation of the real insurance policy expressed in the shirt policy, such as color, typography, seal and facsimile signature of the president of the company, it carried a set of educational suggestions designed to help the buyers of Forsyth shirts to keep them "alive" as long as possible. These suggestions appear on every Forsyth Insurance Policy in the following manner:

May we now offer a suggestion or two that may help you to prolong the life of this shirt:

*First*—Do not allow a shirt to become too soiled before having it laundered. Two days' wear is usually enough. Remember that hard rubbing to remove dirt is equivalent to weeks of wear.

*Second*—Avoid laundries that use chemicals which not only remove the dirt but the color as well and injure the sturdy fibres of the fabric itself.

*Third*—Plain color shirts should not be exposed to the sun while drying.

*Fourth*—Consider your cuffs. Turn them back when you change a tire or tackle any other dirty job.

*Fifth*—Flannels and silk should not be washed in washing machines. Garments of these materials should be washed by hand, using neutral soaps free from alkali.

The policy is printed in green and black on good bond paper. The paragraphs lead off, as do so many official documents, with a few words set in Old English text, and in the lower left-hand corner is a large seal opposite the signature of Mr. Forsyth, the president of the company. The plan was thoroughly merchandised to the retail trade with dealer helps such as a folder called "Shirt Insurance," printed in green and purple, which contained a reproduction of the policy. These were supplied free with dealer imprint. One large Toronto department store ordered 200,000 for use as envelope stuffers and in parcels sent out from the men's furnishing department.

This insurance policy variation of the guarantee was recently used in the United States by Wm. Demuth & Company, manufacturers of pipes. In this case a specific two-year guarantee was given. Like the Forsyth company, Demuth made the insurance policy the pivotal point of an advertising campaign. The plan gave the company something new to talk about.

The insurance idea was applied to another article of wearing apparel in an advertising campaign carried on two years ago by Cotrell & Leonard, of Danbury, Conn., makers of men's hats. The hat was named after a well-known insurance company, the Aetna. It was called the "Aetna, the insured hat." Naturally the combination of the name and the idea attracted attention. In this case the insurance policy was a simple printed slip which read as follows: "In consideration of the price paid our agent for this hat, we insure it to be of perfect manufacture and to give satisfaction in every respect. Should it not do so, we hereby authorize and direct our selling agent to replace the same with a new Aetna hat upon return of the one which may not have given satisfactory



## Information!

**"WHAT THE NEW YORK WORLD Means to the Advertiser"** is the title of a searching analysis of THE WORLD'S unique position among the great newspapers of the country, written by Mr. Jason Rogers.

This document is indispensable to a thorough understanding of the New York advertising field. A copy of it will be sent without charge upon request.



MALLERS BUILDING  
CHICAGO

PULITZER BUILDING  
NEW YORK

GENERAL MOTORS BUILDING  
DETROIT

SECURITIES BUILDING  
SEATTLE, WASH.

CHANCERY BUILDING  
SAN FRANCISCO, CAL.

TITLE INSURANCE BUILDING  
LOS ANGELES, CAL.



wear. We leave it to your sense of fairness." Beneath this statement was printed the following "Proof of Claim":

I hereby certify that on.....  
19....., I purchased one Aetna for \$....., that the same has not been misused, and has not given satisfaction; and that I have received a new Aetna hat to replace it.

Name .....  
Town ..... State .....  
Date .....

We hereby certify the above to be correct and have returned hat to you today by .....

(Dealer sign here)

Date .....

This "Satisfaction Policy, Due on Demand" was slipped into the sweatband of every Aetna hat when it was delivered to the customer. The guarantee in this case is very broad; it means simply that a man must get full satisfaction from his purchase, and he can put his own interpretation upon the word "satisfaction." If he isn't satisfied, he is entitled to a new hat. There is no chance for argument.

As in both the other cases mentioned where insurance policies were used for the guarantee, the idea came to Cotrell & Leonard through a desire to give some unusual slant to the usual guarantee.

The manufacturer's guarantee sometimes plays a very important part in marketing, as in the case of Neolin soles, a product of the Goodyear Tire and Rubber Company. A few weeks after the first advertisement for Neolin appeared, a score or more imitation materials were dumped upon the market to follow in the wake of the Neolin advertising and to be sold as "the same as Neolin." It is one of the handicaps of almost every new industry to have to fight unfair competition in the shape of cheap substitutes and spurious imitation. Neolin was not an exception and was beset with a host of imitators. Most of these cheap substitutes naturally did not give satisfactory wear. Therefore, their use hurt the reputation of Neolin. The company saw that it must give an

iron-clad guarantee that its product would give satisfactory service. This was simple enough to do, but the company ran into a snag in the shape of the shoe manufacturer. Many of them did not want any kind of a guarantee to go out with their shoes. Some of them were unwilling to place the guarantee tag upon the soles. These tags were printed by the Goodyear company, which assumed all financial responsibility for the satisfactory fulfillment of the printed guarantee and yet even though the shoemakers were not involved financially in any way some of them were unwilling to be a party to it. And so the Goodyear company took a drastic step and refused to sell such manufacturers, preferring not to sell the product at all rather than to have it go out without the guarantee tag, which was at the same time an identification mark, and a certificate of warranted performance. The company figured that if a firm was so lacking in confidence in its own product that it refused to have even the soles guaranteed, this product would probably in the end give unsatisfactory service and therefore prove to be more of a discredit than a credit to Neolin.

As a result of this action the company discontinued the accounts of 200 manufacturers. A big decrease in sales might well have resulted from this, but to the surprise of all nothing like that happened. The increases in sales from those manufacturers who did accept the company's conditions in regard to the guarantee more than made up for the loss of the 200.

While the Neolin guarantee proved to be a big stimulator of sales it was not originally designed for that purpose. It was evolved principally for the purpose of assuring the retailer that the shoes he was buying with Neolin soles were the kind which would give satisfaction to his customers. The retailer would know that such a guarantee could not be made without costing the company more money than it could



# S

## TATISTICS

Can make a molehill  
Look like a mountain  
But figures of  
Circulation  
Are a lot more vital  
To space buyers, than figures  
Of speech!  
The world's greatest advertising buy  
Got it's reputation from  
It's circulation!

4,500,000 thank you!

And growing!



# The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the  
following Sunday Newspapers:

New York—American  
Boston—Advertiser  
Washington—Herald  
Atlanta—American  
Syracuse—American  
Rochester—American  
Detroit—Times

Chicago—Herald and Examiner  
Milwaukee—Telegram  
Seattle—Post-Intelligencer  
San Francisco—Examiner  
Los Angeles—Examiner  
Fort Worth—Record  
Baltimore—American

"If you want to see the color of their money—use 'color'." A.J.K.

# The Cleveland PRESS

**196309**  
The Largest  
Total Circula-  
tion of any  
daily News-  
paper in the  
State of  
Ohio

~ is  
*Only Daily*  
**in Cle**  
*to show*

**NATIONAL A**

*During the first five*

**Press ~ ~ ~**  
**News ~ ~ ~**  
**Plain Dealer**



*They are NOW buying as their*

*Chicago*  
*Cincinnati*

**The**  
*First in*  
**A SCRIPPS - HOW**

*National*  
**ALLIED**

# Cleveland

# Press

is the ~  
Daily Newspaper  
Cleveland  
Mountain in  
L ADVERTISING

for the first five months of 1924

~ ~ ~ in 46,886 Lines  
~ ~ ~ ss 28,336 Lines  
~ ~ ~ ss 39,186 Lines

**43,577**  
MORE  
"City Delivery"  
Circulation  
than any other  
Cleveland Daily  
Newspaper

as their local dealers ALWAYS have



# Press

in Cleveland  
LOWEST PRICED NEWSPAPER

distributed by  
EDWARDS PAPER CO. INC.  
NEW YORK

Cleveland  
San Francisco

afford to spend, unless the shoes were in every way satisfactory. And by placing the company's guarantee behind the goods manufacturers of competing products would be prevented from placing their goods on the market without a similar protective guarantee and this would mean that manufacturers would have to be very sure of the quality of their merchandise. Thus inferior goods would be prevented from competing on the same basis with Neolin. The guarantee thus played a very important part in the launching of this Goodyear product.

It should be stated here that about two months ago the company changed the name Neolin to Wing Foot, which is the trademarked name of the general Goodyear line.

But no matter how strong a guarantee may be or how beautifully it may be designed, if it is not lived up to in the proper spirit it might be better if it never had been. When cold-blooded lawyers are allowed to draw them up, they are apt to contain loopholes through which manufacturers may crawl, and certain clerks in charge of the adjustment of such matters, thinking they are saving money for their employers, are very apt to crawl through them. It would be better in the end to have all such loop-holes plugged so that there will be no chance for anyone to try to get through. A guarantee ought to be a guarantee without strings or red tape. The seedman's guarantee is an extreme example of simplicity. How is it possible for anyone, seedsman or not, to know whether a seed is going to grow? Yet seedsman W. Atlee Burpee, of Philadelphia, is not afraid to let his catalogue carry a blanket guarantee, which states that while the seedsman could not be responsible for the success of the crop, "if you are not thoroughly satisfied you can have your money back any time within the year." This is certainly simple enough, there's no red tape, no chance for argument. Such a guarantee needs very little dressing up.

## Magazines to Be Used in Furniture Campaign

Monthly magazines devoted to the interests of the home will be used in a campaign which will be conducted by The Elgin A. Simonds Company, Syracuse, N. Y., manufacturer of furniture. "Our advertising schedule for national mediums is fully scheduled until June, 1925," Gilbert H. Durston, advertising manager, informs **PRINTERS' INK**. "Greater stress is being laid on dealer help and direct merchandising methods than formerly. Our copy appeal follows the character of our merchandise, stressing dignity, artistic and historical correctness, and individualism in good furniture."

This campaign will be directed by the Z. L. Potter Company, Syracuse, advertising agency.

## Harold Mahin, Vice-President of O. J. Gude

Harold Mahin has been elected vice-president of The O. J. Gude Company, N. Y., at New York. He has been director of sales of both that organization and the Poster Advertising Company, New York, for the last five years. In his new capacity, Mr. Mahin will act as account executive for both companies.

C. O. Bridwell is national sales manager of the two organizations; C. B. McCrelis, assistant sales manager; S. N. Holliday, manager of sales promotion; E. B. O'Keefe, local sales manager at New York, and C. B. Lovell, advertising manager.

## Dorland Buys Jacksonville Agency

The Dorland Advertising Agency, Atlantic City, N. J., has purchased the advertising agency business of the W. M. Riddick Company, of Jacksonville, Fla. The latter business will be conducted under the name of the Dorland Advertising Agency as its Jacksonville office. Mr. Riddick, who becomes manager, will represent the Dorland interests throughout the State of Florida.

## Whittemore Shoe Polish Account with Humphrey Agency

The Whittemore Bros. Corporation, Cambridge, Mass., is using newspapers in a campaign which it is conducting on its line of shoe polishes. The H. B. Humphrey Company, Inc., Boston, advertising agency, is directing this advertising.

## Texaco Advances George W. Vos

George W. Vos, assistant superintendent of advertising of the Texas Company, New York, Texaco petroleum products, has been advanced to the position of superintendent. He succeeds L. A. Jacob, who has resigned.

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# Selling today is “altogether different” —so is LIBERTY

*—and their points of  
difference coincide!*

LIBERTY was deliberately built to be a more efficient force for sales. It is fostered by the same organization that in ten years doubled the circulation of The Chicago Tribune and in less than four years developed The New York News to daily circulation supremacy of America—that owns its own pulpwood forests, its own paper mills; that covers the happenings of all the world with accurate story and expressive photo; that has proved its ability to win and hold a reader market.

The publishers of LIBERTY were capable of producing any kind of a publication they cared to. A thorough study of existing magazines was made—of editorial appeal—of makeup—of circulation. Their own success in publishing told them what the reading public likes. Their success in producing advertising mediums told them what advertising needs. They considered the day and age—they

realized that selling conditions are no longer what they were—that the habits and thoughts of people are changing—that distributing costs are mounting—that today's selling job is a perplexing one. *The need was not for just*

**Selling  
today is  
“altogether  
different”**

*another medium, but for a medium that would contribute materially in meeting today's selling problems.*

**I**TS reception on May 10th was phenomenal. More than a million people had tried to name it. More than a million tried to buy it. It has at this very moment a nation-wide acceptance and popularity that with ordinary measures of development could not be expected for many years. It was born a giant and continues to grow. Why? Because LIBERTY is essentially different—editorially and advertisingly—and its points of difference dovetail with the points of difference between today's selling requirements and those of years gone by.

**LIBERTY  
is  
“altogether  
different”**

**O**NE big need is for more efficient coverage of the family buying unit. Every member voices a preference in the selection of merchandise. They all react to advertising, but they react as a unit only to the advertising they all see.

LIBERTY is an expertly coordinated group of elements of known value in reader attraction:

*News-pictures . . . fiction . . . articles on sports . . . genuinely helpful articles pertinent to the problems of womankind . . . business and political editorials . . . humor . . . gossip and views of movies and movie stars . . . fashions . . . patterns . . . and special features built on the pivotal motives that govern all of our lives.*

Thus it has a whole-family appeal that meets the demand for more thorough coverage of the family buying unit.

**S**TILL ANOTHER need is for *directed circulation*. LIBERTY is directed into those buying communities or distributing points which are of greatest relative value to manufacturers, jobbers, retailers. LIBERTY reaches the buying communities of the United States in such a manner as to make it an essentially valuable part of any selling campaign.

*—and their  
points of  
difference  
coincide!*

LIBERTY'S makeup is different. It places advertising on an equal basis with editorial content. There are no "carry-overs" in LIBERTY. Every story or article reads right through without thumbing over into the back pages. Advertisements start on page four. With the exception of double spreads, each one is opposite a full page of editorial matter.

By virtue of this new and improved makeup, every advertisement in LIBERTY has preferred position, does more work, is seen by more people, amplifies its selling scope.



LIBERTY gives whole-family coverage, directed circulation, greater advertising visibility, and these factors are being interpreted to retailers, wholesalers, and manufacturers—in terms of turnover. Thus LIBERTY is establishing a powerful trade influence, which unites dealer, jobber and advertiser in the selling task common to all of them.

That selling task is a harder one these days, all along the line. The ideal advertising medium is the one that fits the times both from the standpoint of the reader and the standpoint of the advertiser. LIBERTY, A New Force in American Business, does that very thing.

# Liberty

*A Weekly for Everybody*

THE COLOROTO CORPORATION

CHICAGO	NEW YORK	LOS ANGELES
7 South Dearborn Street	247 Park Avenue	406 Haas Building
Phone, Central 0100	Phone, Vanderbilt 2336	Phone, Metropolitan 3172

Please address the nearest office



# What the Retail Clerk Can Tell the Copy Writer

His Constant Contact with the Consumer Often Brings Out Selling Arguments Well Worth Exploiting in the Advertising

By Randolph Branner

Campaign Manager, Davenport Bed Makers of America

A COPY man, in discussing various appeals with an advertiser, asked how far away from the merchandise he dared get in his copy. The advertiser was quick to respond "How close to the product can you stay?"

It really is surprising how much good copy material can be dug out of the product itself, if one knows just where to dig. Such material is often secured by consumer investigations, of course, but at great expense; for each consumer interviewed furnishes the viewpoint and the experience of but one person.

The Davenport Bed Makers of America wanted such material, but they wanted to conserve time and effort in getting it. They wanted to get the views and experience of several consumers at one time, in one place, if they could. So they went to the retail furniture salesman.

What more logical place could there be? The retail salesman comes into contact daily with more prospective davenport bed owners than any other individual. What he says in behalf of the product, includes thousands of sales. The resistance he overcomes, makes added volume of business possible in scores of manufacturers' plants. The opportunities he uncovers in conversations with prospects as well as owners, fills freight cars in seasons yet to come.

The retail salesman is the important element in the retail store after the store has stocked the product. The retail salesman's first interest is his income, and the very basis of his income is his prowess and attainments as a salesman. This is the inherent interest of the retail salesman of which the advertiser can make

use; and the use of it, being entirely legitimate, never meets with the resistance of the owner of the store, as offers of prizes sometimes do. Besides, the use of this inherent interest of the retail salesman touches the pride, and therefore the imagination, of the salesman in a way that increases his zeal for the product.

## STAR PERFORMERS ON ONE ITEM

Due consideration was accorded to the foregoing facts because, as the Davenport Bed Makers of America see it, consumer advertising has a double function: It should not content itself merely with making a consumer want to buy a product, it should make the dealer (and his sales force) want to sell it. They reasoned it out in this way: Furniture stores carry hundreds of items, and retail furniture salesmen's attention is therefore pretty well divided. Yet, in the course of their work, they capitalize opportunities at times with exceptional success in the sale of certain items, and then, flushed with the joy of victory in one instance, they proceed to use the same method on the next customer, and the next, meeting with added successes.

Before long they have found that they are able to develop sales on that product in a goodly percentage of cases, and their sales records show the boss that they are "star performers" on that item.

What better opportunity can exist for a manufacturer of that item, than to give the retail salesman the opportunity to tell of that success, and then use his idea in the company's advertising? Basically there are two reasons why it is sound: First, the appearance in general mediums of advertisements containing the idea, gives

the salesman a thrill which adds new stimulus to his efforts; and second, the idea which has been so successful with the salesman in a few cases, ought to be effective when used in a message reaching thousands or millions. Moreover, it helps to sell the retail salesman on consumer advertising. The result of the interviews was that several advertisements were based entirely on retail salesmen's ideas.

One salesman had told of some of his customers who liked the idea of a davenport with an extra bed in the living-room, but were afraid that visitors at their homes might know of the presence of the bed. He appeared then to follow the line of least resistance and sell such a customer an ordinary davenport, but in reality he led her to the davenport beds. He walked leisurely with her, inspecting them, until she indicated a preference, and then asked her to be seated on the one she liked. Then he began to sell her on its good points as a davenport alone.

Having secured her interest, and then her practical decision to own it, he bade her rise, then began his selling talk on the bed feature, opening it up while he spoke, to make clear his points. The surprise of the woman was so complete, she could not go back to her old argument that the presence of the bed would be noticed. She herself had not noticed it. And the salesman stressed that point with telling effect. This salesman has become convinced that the average woman's fear was unfounded, and he proved it to the woman who brought it up.

Why was not that a good point to make to several million women who might be nursing the same unfounded fear? It was. The advertisement headed "Has This Davenport a Bed in It?" helped to break down that fear.

In another case, a retail salesman mentioned the fact that women liked to entertain, but that the bother of doing so was given by some of them as an excuse for not buying this article or that. This salesman made up his mind that, since women liked to enter-

tain, he would single out items which helped them in entertaining guests, and would develop particularly the selling points in those articles that made entertaining easy.

At first, the davenport bed did not come under this heading. But as he followed up his idea, he found that women not infrequently put up to him the difficulty of caring for people overnight. This called for the davenport bed without a doubt. So he developed the sales talk on davenport beds which stressed their value in entertaining friends without the usual bother incident to the role of hostess to house guests. What better start for a piece of advertising copy? And it struck a responsive chord, if one may judge from the inquiries resulting from the advertisement.

#### RURAL COMMUNITIES WERE PREJUDICED

Again, the impression seemed to prevail that, because the davenport bed so admirably met the conditions imposed by high rents and congestion in city apartments, there was no market for them in small places, particularly rural. An investigation was undertaken to prove that the rural community provides a proportionately good market for a piece of furniture so handsome and so useful at the same time. It was known, of course, that the high rent and congestion factors did not apply in the selling in rural communities, but it was also known that such communities had their conditions which made some selling points strongest. So the Davenport Bed Makers of America set out to find what those selling points were.

In a small Indiana town they encountered a clerk who was not very long off the farm. Here was a man who knew his "folks" and their attitude toward things better, perhaps, than the average. He had been instrumental in building the davenport bed sales of his store up to remarkable proportions for a town of less than 1,000. His story was interest-

Reprint from *The North American*, Philadelphia, Thursday, June 26, 1924

## AN ANNOUNCEMENT

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### TO THE PUBLIC:

For some time past rumors have been in circulation that this newspaper was about to be sold or was in the market for sale. We assure our readers and advertisers that these reports are untrue. **THE NORTH AMERICAN** has not been sold, is not for sale and never has been in the market for sale. Its publication will continue under the same ownership and management that have conducted it for a quarter of a century, with increased devotion to the ideals and journalistic purposes that have always animated it during that time.

**THE NORTH AMERICAN COMPANY  
PHILADELPHIA**

ing as evidence that it is not necessary to stray away from the merchandise in order to find interesting copy.

He said that most farmers in his community (and this is more or less true of farmers in all communities) had rheumatism and base-burners, and the trouble was that they were keeping the two apart instead of getting them together. The source of heat in the average farm home, he explained, was the base-burner in the parlor or hallway on the first floor, while the sleeping rooms of those homes were on the second or third floors. Being farthest from the source of heat, the bedrooms were the first to be chilled with dampness in the zero hours of a winter's night. And those zero hours are the bane of the farmer suffering from rheumatism.

He had discussed base-burners with his farmer friends in the course of business, and he had also discussed rheumatism with them as a matter of neighborly courtesy. And he began to discuss davenport beds with them as a means of bringing the two together. As he explained, he could see no reason why a farmer should sleep far from the source of heat, when with a davenport bed, he could be near the base-burner.

Of course, he used this argument only for the real wintry weather. And he placated "Ma" by showing her that the bed in the parlor was really no shortcoming, since it was housed in as fine a davenport as she could wish for her parlor.

The result was that farmers were soon telling each other about it and farmers' wives began to take notice. Since the woman had to be thoroughly sold on the beauty of the davenport bed as a piece of furniture before the sale could proceed very far, that point was put foremost in the copy that was later used in farm periodicals as a result of this investigation. But the new selling argument went well with retailers in rural communities.

The three advertisements re-

ferred to, are merely specimens of the many for which retail salesmen are responsible. The use of such advertisements has greatly stimulated the interest of those particular salesmen in the davenport bed; it has given them a greater degree of pride in selling as many davenport beds as they can; it serves as an inspiration to other retail salesmen. Many have since written from time to time, giving some selling idea which they have found successful.

Thus consumer advertising can have an important influence upon the attitude of the trade toward the product. Moreover, it is well to keep in sight the fact that the retail salesman of today may be the merchant of tomorrow.

The stimulation of salesmen's interest in this way is healthy not only for the salesman but for the store he serves; it leaves no bad after effect with the associates of the salesman, as contests so often do.

And here's the important point: The ideas gleaned from these salesmen, make mighty good copy.

### Advertises New Products for Shiny Noses

Vauv, a new toilet article, is being advertised in a campaign which The Vauv Company, Cincinnati, is conducting. This product is advertised as a preventive of shiny noses and oiliness and moisture on the chin and forehead. While the greater part of the copy in a newspaper advertisement is made to appeal to women, the advertiser has not overlooked the possibilities of promoting the use of this product among men. Vauv is meant for men, too, in correcting shiny foreheads, the copy says. Its use also is recommended after shaving.

### Clark Belden with Hartford Fire Insurance

Clark Belden has joined the advertising staff of the Hartford Fire Insurance Company, Hartford, Conn. He was formerly with the advertising staff of The Travelers Insurance Company and the Affiliated Aetna Companies.

### Joins Davenport, Ia., Public Utility

A. L. Fuller has joined the Peoples Light Company, Davenport, Iowa, in charge of advertising and sales promotion. He was formerly with the Muscatine Gas Company, Muscatine, Iowa.

MORNING PAPERS  
THE

GET ACTION  
SAME DAY

## Coaxing Them to Journey

**W**ANDERLUST—what a funny little  
imp you are! —The little spirit that  
makes us all forsake the peaceful comforts  
of home—to travel.

Whether it be for a vacation, for recreation  
or education, most of the Summer Resorts,  
Hotels, Steamship Companies, Railroads,  
Tours—all talk through the Enquirer  
columns to Enquirer readers—because  
they know that in Cincinnati it is the one  
medium that gives them the most prospects.

—In the big, strong middle class and the  
upper class, The Enquirer covers 'em  
like a tax book.

L. A. KLEIN  
Chicago  
New York

R. J. BIDWELL CO.  
742 Market Street  
San Francisco

*The*  
**CINCINNATI  
ENQUIRER**

*One of the World's Greatest Newspapers*

# Where does the best come from?

IN our work on copy, we find it extremely helpful to consult, for information and inspiration, an extensive list of copy sources. This also serves as a check to make certain that no available sources are lost sight of.

Use of such a list automatically requires that the copywriter shall have answered such questions as:

- 1 Does your copy theme contain one or more fundamental human appeals?
- 2 Does the theme grow directly out of personal contact with the manufacturer, the trade, and typical consumers?
- 3 Is the analysis of the product complete?
- 4 Is each factor in the copy specifically directed against a known sales obstacle?
- 5 Is the copy informative rather than merely pleasing?
- 6 Have you thoroughly examined all essential factors which might favorably or unfavorably affect sales, such as local buying habits, character of consumers in various territories, territorial differences in climate, etc.?

THIS advertisement is one of a series dealing with important questions which face the advertiser. The next message will be "Store Displays—How to get them up and keep them up."

We invite any present or prospective advertiser to write for a copy of our more detailed memorandum on this important subject.

It offers a means of checking present copy and a catalog of copy sources which he will probably want to keep for future use.

*The* **BLACKMAN Company**  
ADVERTISING

# be advertising copy om from ?

## ADVERTISERS

with whom we work:

Alfred H. Smith Co.

*Djer-Kiss Perfume, Talc,  
Face Powder, Compacts  
and Toiletries*

The Packer Mfg. Co., Inc.

*Packer's Tar Soap  
Packer's Liquid Shampoo  
Packer's Charm*

Vacuum Oil Company

*Gargoyle Mobiloil  
Gargoyle Lubricating Oils  
for Plant Machinery  
Gargoyle Marine Oils*

Procter & Gamble

*Crisco  
Ivory Soap  
Ivory Soap Flakes  
Chipsco  
P. & G. The White  
Naphtha Soap*

Sherwin-Williams Co.

*Sherwin-Williams Paints,  
Varnishes, Stains, Enamels*

North American Dye Corp.

*Sunset Dyes*

Walter M. Lowney Co.

*Lowney's Chocolates*

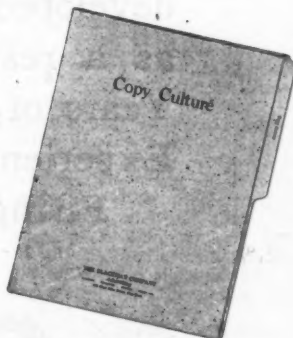
The National City Co.

*Investment Securities*

The Wilson Fastener Co.

*Wilsnaps  
Wilsnap Lingerie Clasps*

Seaboard National Bank



**THE BLACKMAN COMPANY**

120 West 42nd St., New York

Please send your memorandum, "Copy Culture"

Name.....

Title.....

Company.....

Address.....

ban 20 West  
42<sup>ND</sup> St  
NEW YORK

Write to THE FARMER,  
St. Paul, for Complete  
Information Concerning  
New Plan for Encour-  
aging Better Merchan-  
dising by Northwestern  
Merchants.

THE FARMER has  
developed this plan  
as a result of 12  
Years of Practical  
Experience on the  
"Firing Line."



*The Northwest's Only Weekly Farm Paper*

Western Representatives:  
STANDARD FARM PAPERS, Inc.  
Wallace C. Richardson, Mgr.  
1109 Transportation Bldg.  
Chicago



Eastern Representatives:  
WALLACE C. RICHARDSON, Inc.  
85 Madison Ave.  
New York City

*Largest Farm Circulation Covering the Northwest*



# What's Wrong with the Packers?

What Has Become of Their Voice? Where Are Their Champions?

By Amos Stote

THE heritage of public sentiment which at present represents the good-will of the packing industry is of such a quality as to make it fortunate that packing is a necessary activity. Were the industry producers of popular priced luxuries, little vanities which people could leave alone without interfering with the demands of their stomachs, I fear there would be a sad dropping off in markets.

People will compromise their principles at the dictates of hunger more often than for any other natural or cultivated desire. One may be sure the celebrated plea for "only three grains of corn, mother," was purely figurative. Three pork chops would more likely represent the cravings of the noted applicant.

Food, the satisfying of a gnawing, tearing hunger, puts faith, pride and table etiquette all in the background. The rack and thumb screw would have been unnecessary to the ancient torture chamber if the slower but equally sure expedient of the sight and smell of savory meat, just out of reach, had been used to incite confession. What seductions have not ham-and-eggs accomplished, what victories have not beef stews achieved, what strategies have not juicy roasts carried out?

Food, shelter and clothing are man's three prime necessities; and the greatest of these is food. Masterpieces in art, family jewels and State secrets have all been bartered for food. Consequently, in so far as the packing industry deals in food, and not much

farther, is it fortunate, where public opinion is concerned.

Yet there is abundant proof of the very remarkable service this industry renders in connection with all the varied and highly specialized activities in the daily re-

lief from hunger of millions of people. Then why should our great packing concerns be shifting about upon the sands of public doubt when they deserve the sturdy foundation of confidence and appreciation?

There seem three chief reasons for this lack of popularity; and these do not include the fact that size is a natural irritant to the unfortunate

human quality of jealousy. The packers have considered the providing of service sufficient, without explanation of the nature of that service. They have devoted their contacts with the people to stimulating sales, and only that. They have a background of rather broadly believed accusations which pin on them commercial acts not becoming to gentlemen and packers.

We may properly eliminate the latter unpopularity influence by stating that, false or true, it had better be left alone. It is past history, or romance, and the fact remains that today the packers know the economic value of delivering a service commensurate with the return they receive. But while we leave the past fancied or real offences alone, so far as mention of them is concerned, the situation the popular belief in them has developed must always be kept in mind. It must

Public opinion cannot be put in cold storage, and later taken out and treated with healing messages, at whatever indefinite time the packer may choose.

Public opinion is very perishable.

Educational advertising should be incorporated as a permanent division of the packing industry. Only by so doing may the packers secure an equally permanent hold upon public appreciation, which is the greatest of all selling forces.

be recognized in connection with any effort to revise public opinion.

The big packers may be neither more nor less popular than they have been for the last good many years—but the public mind is far more active than it was in years past. People may grumble about meat prices; but that is only an item in their bill of complaints. These complaints have existed a long time. Much of the time they have lain dormant. Not so today.

That is why the packers' most timely problem is the securing of positive popularity. An enemy a long way off, undrilled and without leaders, may be just as potentially strong as that same enemy marshaled for action and at the packers' gates; but which situation is of the greater danger—to the packers?

The present critical attitude of the public mind is not to be trifled with. The world has seen many strange upheavals during the last decade. Our citizenry, from those of the K. K. K. to those who reside at times in Washington for the apparent purpose of disturbing our economic functioning, and all other citizens, from the pulpit to the mine, and farm, have had the insulation worn off their nervous systems, through irritation, at points which offer a short circuit for almost any sort of action.

As this action may be turned to constructive service, and so prevent hysteria and chaos, it is my hope to gain a hearing for what is certainly the packers' great opportunity. And this opportunity is not merely one of safeguarding and advancing the industry. It is not merely the insuring of a larger field of operation in world service. Heroic as is such an objective, the opportunity now looms before the packers to do more than that.

They can, definitely, positively, while educating the public to their industry's service, render a very signal service to the whole commercial fabric of this nation. And God knows the nation needs it.

The packers have pioneered,

fostered and developed one of the most essential, perhaps the most essential service this country has today. They now have before them the privilege (and it is a great privilege) to pioneer a movement which, from the standpoint of man's progress beyond the eating-sleeping-working-propagating stage, is the most important need of our nation. I refer to the education of the people.

The greatest educational force operating is advertising. In spite of the fact that it has been sadly used in many instances, in spite of the fact that its use has been largely devoted to but one phase of business, the making of sales, it has still demonstrated its power.

#### THE DEVELOPMENT OF PURE SCIENCE

We are constantly reminded that we are an industrial nation, as though the surrounding of men with those physical requirements which must be provided before they can have opportunity to make more spiritual progress, were a small thing. Yet during the industrial age of this industrial nation there has been the greatest development of pure science which the world has witnessed, and much of that development has been achieved in our own country.

I would not presume to pretend that advertising has made this industrial age or this scientific age. But it has been one of the mighty influences in both these directions, for it has given industry that expansion which first made practical, and then essential, the employment of science. Advertising has also aroused that popular interest in science which has resulted in giving the scientist the means to carry on his labors.

Because advertising has been so perfect a device for use in the development of sales the natural inclination has been to limit its operations to that one department of commerce. That is the reason why business has been keeping this great executive, who is capable of functioning throughout



# His "Yes" is a Whisper His "No" a Shout.

Why is business slow? Because high executives say "No" instead of "Yes." No argument at such a time as to whether executives are a factor in the purchase.

But when the same executives are saying "Yes" many advertisers forget they are on the job and ignore them.

Make no mistake—the executive "No" may be louder than his "Yes" but the "Yes" is always necessary to the sale.

Ask your salesmen how much they have lost through lack of final approval.

## THE NATION'S BUSINESS

Washington

155,000 Circulation (Member A. B. C.)

the whole domain of commercial progress, tied down to a selling job. As a matter of established fact, there is no field of business, government or religion in which advertising has not demonstrated its capacity.

It is this incalculable force which the packers have at their command. They can make it serve them best by making it serve the whole country. And it should be a rather decent sensation to feel they have made an appreciable and appreciated contribution to the welfare, the happiness and the progress of this unsettled nation, while adding to the stability and prosperity of their own institutions.

Their educational program begins with the first breakfast of the first man; with that moment when the curtain of eternity rose on the premier performance of the drama of time; when man first made known his first want, his first and most insistent and most frequently recurring need—food.

Without language with which to express his want, without actual knowledge of what that want consisted, with but the instinct for food, which was the dominant desire in the instinct for life, he began the battle for self-preservation.

There is no small story in the fact that for thousands of centuries men did literally battle for food. After the period when man devoted the greater part of his waking hours to the satisfying of this one want, there followed other hundreds of cycles of years during which the food battle was delegated to special groups of each community.

The game hunters, always the chiefest among their people, had constantly to war against wild beasts so that in the slaughter which ensued food could be obtained, and so prevent that more horrible warfare against famine.

Have the packers ever told the people of this country that they, the packers, really inaugurated the great peace which followed 100,000 years of warfare? Have

the packers ever claimed their due appreciation for having, after ages of futile effort, been the first to organize against the monster named Famine?

They have the right and the opportunity to do so. Only when they had systematized and nationalized food preparation and distribution did the oldest battle cry of the world pass from the voices of men. That which thousands of centuries had struggled for, the packing industry achieved.

#### HAS VISION DEPARTED?

It made an economic, scientific business of what had been costly, wasteful, brutal warfare. What a story, what a marvelous, thrilling story this industry has to tell! What has become of its voice? Where are its champions? Why does it pass by the rich field of educational advertising, where opportunity to make its peace and good-will fairly grapples with it? What has become of the vision which made the packing industry great?

In the beginning—no shelter, no clothing, no speech, no food. Just naked man, tragically hungry and without means to articulate his gnawing, tearing desire. Without ear to heed his formless wail. Fearful, defenseless, friendless in a world in which all nature and all animal life fought against him, trembled the first man. Not daring to attack the smallest animal, he lived on roots and branches.

Then followed the dragging centuries until his stupid mind learned the value of holding a stone in his hand as a weapon of defense and offence. That was a great moment in man's progress. He turned from being the hunted, trembling victim of all animal life to being the master of the smaller things.

For the first time he gained the strength and endurance which comes from eating meat. Then he made the first step forward toward the development of the race. It is the interest time has paid on that first investment in original effort which is represented by us who today call

# Sally, Mary or Irene

BEHIND the counter of some retail establishment she stands—Sally, Mary or Irene. Her hair is bobbed, her manner pert, friendly or indifferent—depending upon her mood or temperament.

She does not look like a very consequential young person. But she is. She is a tremendously important factor in that complicated machine known as Modern Merchandising.

She is the point of contact.

Manufacturers operate vast plants—she sells the output. Advertisers appropriate millions. The public is won. But from whom will the public buy? From Sally, Mary and Irene.

If the librettos of the popular light operas are preserved, our distant posterity may learn that the retail sales-girl is a part of our industrial life—but hardly otherwise.

She is quite generally ignored.

The sales manager for the manufacturer calls on her employer and hands him a Corona—Corona; the sales-

man invites the buyer to The Ritz, takes him to a Revue—and stocks him up with merchandise.

But no one seems to imagine that Sally, Mary and Irene are worth a thought.

It would be well for the manufacturer to cultivate her. She should be made a friend—and it would not be hard to make her a friend. She is desperately human. She is often lonesome. Her breakfast table does not groan under the morning post.

We have developed an idea for the manufacturer who, at this late day, may decide to pay some attention to the girls on the firing line—to the Sallys, Marys and Irenees who are selling his merchandise for him.

The Executive in Charge of Sales for any kind of goods sold over the counter is invited to write for details of the Plan to overcome the inertia so often manifested by Sally, Mary or Irene and to turn this interesting young person into an enthusiastic booster for his particular brand of merchandise.

## CHARLES FRANCIS PRESS

461 Eighth Avenue

New York

## From Park and Fifth Avenues To Lenox, Bar Harbor Newport and South Hampton

At this season of the year, the address department of "Motor Travel" begins changing subscribers' addresses. The changes are made from Park and Fifth Avenues to Lenox, Newport, Bar Harbor and South Hampton. In the fall, this change will be reversed.

What better proof of the combination of quality and reader interest can be found?

*For further information,  
address*

### MOTOR TRAVEL

Published by The Automobile Clubs of America  
Also publishers of the Associated Tours Guide

12 East 53rd Street

New York City

the whole world our neighbor.

Then, after other painful ages had passed, lightning or the rage of a volcano initiated him into the pleasures of cooked meat. From then on man's progress gained a new acceleration. Perhaps the power and courage meat gave him stimulated this advance. At any rate the time came when he denied himself no luxury in connection with the meat courses of his meals.

History and romance are filled with picturesque and dramatic incidents upon which the packing industry's educational-advertising program may draw. Long before Noah stocked the Ark, men of the Stone Age had been consuming hippopotamuses, elephants with hair four and five feet long, and tasteful wild horses.

Every phase of modern packing methods can be placed in striking contrast with the barbaric customs of olden times, to the great glory of the industry's achievements, and to the winning of great popular appreciation. Hardly could there be created by fiction anything to equal the facts in the matter of proving the vast advantages the people, all the people, now derive from the service the packers render.

Though the packers pass over, in their educational-advertising program, that period when the rangy, ill-conditioned herds of the ancient nomads, the world's first "cowboys" supplied the world with meat, they still have thrilling messages of great instruction to present. The feasts of the Pharaohs, of Belshazzar, of the classic period of Greece, of the gorgeous days of the Neros, of Cleopatra; though they pick their comparisons from the greatest of bygone royal banquets, they can still prove the mightiest of those kings had no such meat dishes set before them, for real goodness, as the humblest workman now looks upon as a commonplace, thanks to the service of the packers—yet without actual, public thanks. Without thanks because the people do not know.

What of the English king who

"knighted" a roast and so gave us sirloin of beef? The packers are providing this "noble" dish to tens of thousands every day, and a better grade of meat, selected from animals more scientifically bred, fed, and more carefully handled throughout all the operations necessary to the passage from the pasture to the table.

These are the subjects by which the people can be given a real appreciation of packing methods. And at the same time these messages can impress the value of great industries to great nations. Such texts attract public interest, appeal to imagination and give information of practical worth to the people—and of most definite value to the packers.

#### IF THERE BE ENTERTAINMENT THERE IS NO ARGUMENT

So goes the winning of the people. First their curiosity and interest are aroused, then their confidence and appreciation are secured. The people do not argue with what entertains and pleases them. They accept. They become defenders because they become conscious of the fact that it is to their self-interest to defend.

And when that situation has spread far enough, and is maintained as consistently as are the departments of production, there will be no need for defense of any kind. The standing army of corporation lawyers and press agents may be discarded, or released to some constructive work. In that day the packers will find their costly forces of defense turned into educational forces for development. And that will be a great day, a very great day indeed.

I have scarcely touched upon the wealth of intensely interesting ancient history from which the packers may draw for the preliminary periods of their educational advertising. Yet I have probably said enough to impress the opportunity they are neglecting.

The second phase of this educational campaign might begin



with the meat-food situation as it presented itself to the pioneers who found and founded our country.

There is the invention of Thanksgiving—not with carefully fed, dressed and shipped turkeys, but with the tough, wild birds riddled with shot from blunderbusses.

In the course of time our Colonists were able to provide themselves with cattle, pigs and sheep, killed and dressed in any haphazard manner. Gradually, very gradually, this work of preparing the animal for the table passed from the hands of the farmer to that of the local butcher. During both these periods, which, combined, covered several centuries, waste of material, improper curing and dressing, and the killing of unfit animals was the order of procedure.

The age of the unsanitary and inadequate slaughter-house on the outskirts of each town pictures an unpleasant and wasteful era in our national life. That was a time when our meat supplies were not only uncertain and very limited in variety, but when they frequently failed us entirely, and the butcher shop would only pretend to be open on occasional days. Then the consumer took what he could get—not what he wanted.

The industry knows the conditions prevailing in those old pre-packing days far better than I do; but while they have served as points of departure in the development of the industry, the leaders seem to have overlooked the perfect messages their progress offers. They have disregarded first principles and have failed to secure loyalty and appreciation.

Hundreds of incidents in history, ancient and modern, can be used to bring out the wonders of their present service. There are the accounts of what they have done to improve the breeding, feeding and shipping of livestock. How they have helped to make the stockmen producers of better meat animals, for the public

benefit and the improved position of the stockmen.

The packers have made ceaseless studies of the public taste that they may more constantly supply all people with just the meat they desire. But there is no need to detail all these opportunities for educational advertising.

#### A STORY IN EVERY DEPARTMENT

Every department of the packing business, every operation performed, offers a means to dramatize service, to educate through advertising. The people do not know, so they cannot appreciate, what has been done to serve them, to please them, to satisfy their most superficial demands.

The great mass of the people do not know that the packers employ chemists, engineers and health experts to insure the utmost value to every product offered them. They do not realize that if the packers had not made the refrigerator car practical and the refrigeration of their plants a high scientific achievement, the providing of meat in all seasons would have been an impossibility.

Nor do the people know how the packers have eliminated waste, produced scores of useful products out of what was refuse, and so greatly reduced costs to the people while giving them more comforts.

While the people are kept in ignorance of all this service, while the very excellence of the service has caused them to take it for granted, and so complain of the slightest shortcoming without appreciation or benefits; while such a situation obtains in minds which have grown critical, the packers are a long way from safety from attack. All the people really know is that the size of the packers offends their smallness.

Consequently, the packer's place in the public mind is not a happy one, for either the packer or the public. And this is the packer's fault. The public is not vindictive. It is ignorant. The packer can render it a great service and



## Subject—Is Your Advertising “Matter-of-Fact”?

Gentlemen:

The Advertiser himself can be “matter-of-fact” and yet be a mighty successful advertiser. The head of an Advertising Agency can be matter-of-fact and still operate a very successful agency. The continual handling of financial and heavy business affairs may make the agency owner, as well as the advertiser, matter-of-fact.

But the Advertising Agency, if it is successful and knows its business, has copy writers, artists, idea visualizers, trained researchers, etc., etc., who are not matter-of-fact. These are specialists who are full of clever ideas, inspiring ways of influencing the public through the written word, intuitive in their knowledge of human nature and the emotional appeals which will produce the desired results on the different products handled by the Agency.

More and more the Advertising Agency is becoming an organization of experts. The cold, calculating, matter-of-fact, financial expert in the agency renders a valuable service to the agency and to the advertiser if he sticks to his own line, but if he sets himself up as a judge of copy his services may not be so valuable. Here the advertiser himself can often learn a lesson because he may be so matter-of-fact as a result of his masterly handling of multitudinous business affairs and critical financial situations that he becomes prosaic and can see only the practical. He may have lost his thrills and enthusiasm. He may see only foolishness and risky experimenting in the copy, which because of its inspirational, human or emotional appeal will be the most powerful in bringing results.

Each year M. P. Gould Company becomes more highly organized. It expands and intensifies its specializations. Its first concern is the rendering of such effective, comprehensive services that its business with its existing clients will show a steady growth. In the soliciting of new clients it employs experienced advertising men who represent even in their solicitations the approachable quality of service which this agency will render to them when they become clients.

Yours very truly,

*M. P. Gould Company*

Advertising Agency.

Member of American Association of Advertising Agencies.

454 Fourth Ave., N. Y.

## What is it worth to your business—

The buying favor and the selling favor of this great SUPER-STORE?

DOING an annual business of well over ten billion dollars,

—selling ten thousand varied "items," from sealing wax to ermine evening wraps,

—Every day satisfying millions of requests, reasonable and not,

—Spending fortunes in entirely extra service and convenience (swift delivery, privileges of charge and exchange, rest rooms, money-back make-goods, etc., etc.),

—Buying far more advertising space than any other single figure in any industry,

—Developing a selling pressure unexampled in the history of trade from the time of Phoenician barter to today,

—Studying, searching the markets of the world to pre-select best possible values in goods suited to the personalities and the purses of its conglomerate customers,

—Ordering in advance, in quantity, under professional obligation to judge intrinsic merit rightly or go under,

—Successfully marching on, growing more powerful, more prosperous every day amid the keenest competition of commerce past or present!

Such and much more is the composite of the 35,000 stores led by the Economist Group—a super-store molding the very civilization of the land—the world's greatest buyer, the world's greatest seller, the world's mightiest merchandising power!



The "dry goods" merchants of this country have a clientele of a hundred million purchasers. ¶Nine out of ten of all their sales are direct returns on the store's own personality and promotion. ¶It is easier by far for a thousand stores to influence a million people than vice versa.

• • • • •

¶The Economist Group regularly reaches 45,000 executives and buyers in 35,000 foremost stores, located in over 10,000 towns and doing 75% of the total business done in dry goods and allied lines. ¶Here are true business papers, read through and put to work by the controllers of community buying and selling.

## The ECONOMIST GROUP

DRY GOODS ECONOMIST (National, Weekly)  
MERCHANT-ECONOMIST (Zoned, Fortnightly)

New York — Chicago — St. Louis — San Francisco

assure himself permanence if he will educate through advertising. And the time to begin is *right now*.

Public opinion cannot be put in cold storage, and later taken out and treated with healing messages, at whatever indefinite time the packer may choose. Public opinion is very perishable. Fan national emotion with venom and you reap chaos. Arouse it with proof of service, simply, forcefully expressed, and continuously undertaken, and you have progressive unity of effort and loyalty of support.

Educational advertising should be incorporated as a permanent division of the packing industry. Only by so doing may the packers secure an equally permanent hold upon public appreciation, which is the greatest of all selling forces. There is no end to the educational advertising the packers may profitably do, just as there is no end to the service the packers may render. Consequently, the big truth for them to grasp and to act upon is: The price of public appreciation is *continuous* educational advertising.

### Anne Pierce Becomes Merchandising Counselor

Anne Pierce has engaged in business for herself at New York as a merchandising counselor in the marketing of food products and household appliances. For the last eight years Miss Pierce has been director of the New York *Tribune* Institute. She was previously associated with *Good Housekeeping* as a member of its bureau of foods, sanitation and health.

### To Direct Benrus Wrist Watch Advertising

The Benrus Watch Company, New York, manufacturer and importer of Benrus ladies' wrist watches, has appointed the Alfred Austin Advertising Agency, also of New York, to direct an advertising and sales promotion campaign to the trade, to be followed by consumer advertising.

### Bed Account for Irvin F. Paschall

The advertising account of the concealed Bed Company, Chicago, has been placed with Irvin F. Paschall, Inc., advertising agent of that city. Magazines and direct-mail advertising will be used.

### Standardization Eases Work of Traveling Salesmen

A difficulty which has hampered the work of traveling salesmen who sell underwear has almost been removed by the activities of the National Sample Managers Association. Formerly the samples which these salesmen carried came in as many folds as there were mills making underwear. It was realized that if these samples could be folded in a standardized manner that it would greatly facilitate the handling and packing of fall and winter underwear for the men on the road. A committee to effect this standardization was appointed of which R. E. Filson, of The Carter Dry Goods Company, Louisville, Ky., is chairman.

As a result of the committee's effort during the last year the association approved its recommendation which called for the reduction of folding to two standard sizes. The recommendation has since been adopted by the National Association of Knit Goods Manufacturers and the National Association of Knit Goods Buyers has recommended its adoption by its members.

### Automotive Exports Continue to Increase

April continued the steady increase in American automotive exports which has been uninterrupted since the first of the year. The total value exported from the United States during the month of April amounted to \$23,829,150 in comparison with \$21,226,273 in March, \$19,566,226 in February, and \$18,463,202 in January. During the first four months of 1924 the total value of automotive exports has been \$83,086,851. During April there were 15,808 passenger cars exported. Australia is the principal customer of the United States, taking almost three times as many as Canada, its second best customer.

### H. S. Waters Joins Lit Brothers

H. S. Waters has become assistant advertising manager of the Lit Brothers Department Store, Philadelphia. He formerly was service manager of the Westinghouse Lamp Company, at Philadelphia, and he also was, at one time, sales manager of the Radio-Log Company, New York. More recently Mr. Waters has been with the Chatham Advertising Agency, Inc., New York, as account executive and copy chief.

### C. N. Greig Starts Own Business at Los Angeles

Carlisle N. Greig has started an advertising business under his own name at Los Angeles. Mr. Greig has been engaged in advertising work in the Middle West for a number of years. He formerly was manager of publicity of the Cleveland *Plain Dealer* and more recently he has been with the Cleveland *Press* in a similar capacity.

## Large Variety Means Uncontrolled Retail Prices

Chain Stores Are More Efficient Than Department Stores Because They Have Given Thought to Question of Variety and Know That Duplication and Variety Increase Costs

By Harold B. Wess

Of R. H. Macy & Co., Inc., New York

ONE of the reasons why a chain store can operate so much more efficiently than a department store is because the chain systems are primarily based on the principle of well selected, limited and standardized variety. I believe that not enough thought has been given to the question of variety in retail merchandise. It has long been established that one of the greatest economic wastes in all industry is the tremendous duplication and variety. That is an element to be watched very carefully.

You might say, "How will variety affect cost of distribution?" Very simple. Too much unnecessary variety means larger stock, hence larger warehouse and reserve space, larger marking costs, larger stock costs, larger order filling costs, more expensive receiving methods, and finally the inevitable result of being unable to properly keep a tremendous stock of great range of variety properly replenished, with all the costs that go into the filling of special orders, expensive method of checking of shorts—of the intricate dependent elements from which so sensitive an organization as the department store always suffers.

Take even the very simple question of marking. The chain system definitely establishes to sell garments at six or more different prices. That means that everything can be printed ahead of time. These six different prices are printed on labels, are

From an address before the Controllers Congress.

printed on requisitions. Marking becomes no problem at all. Take, however, in a similar department in a department store where there is no definite range of prices. It means that each case needs special attention. The question of stock shortages is very largely due to the lack of standardization of prices. That may sound like a rash statement, but the less marking a store has to do, the less shortages you are going to have.

As evidence of it, let department store men go through their stock and see how many items of the same kind are marked at different prices. That is due to large variety and lack of standardization of prices.

## Forms Advertising Business in Finland

An advertising business has been formed at Helsingfors, Finland, under the name of Uuden Suomen Reklamoimisto. In giving PRINTERS' INK this news, W. K. Latvala, of the company, writes: "In our country it is not possible to have advertising agencies of the American variety as the country is so small that an advertising agency cannot well work without being connected with some large engraving and printing house."

## Arthur P. Kelly Heads Rochester Advertising Club

Arthur P. Kelly, director of publicity for the Eastman Theatre, was last week elected president of the Rochester N. Y., Advertising Club. He succeeds Clinton R. Lyddon.

Other officers chosen at the annual meeting were: Vice-president, Walter W. Dixon; treasurer, Charles R. Drake, and directors, E. Reed Shutt, William W. Oliver and E. L. Chapin.

## H. L. Thompson Leaves Kuppenheimer

H. L. Thompson, for the last three years assistant advertising manager of the House of Kuppenheimer, Chicago, has resigned to become sales and advertising manager of the Oregon City Woolen Mills, Oregon City, Oreg.

## File Will of Philadelphia Printer

The will of the late Edward Stern, of Edward Stern & Company, printing, Philadelphia, has been filed. According to the final accounting of the will he leaves an estate valued at \$237,415.

Our establishment  
operates with all  
the precision of a  
train dispatcher's  
office. **Q** Just one  
law at Bundscho's:  
the job must be  
right and it must  
be right on time

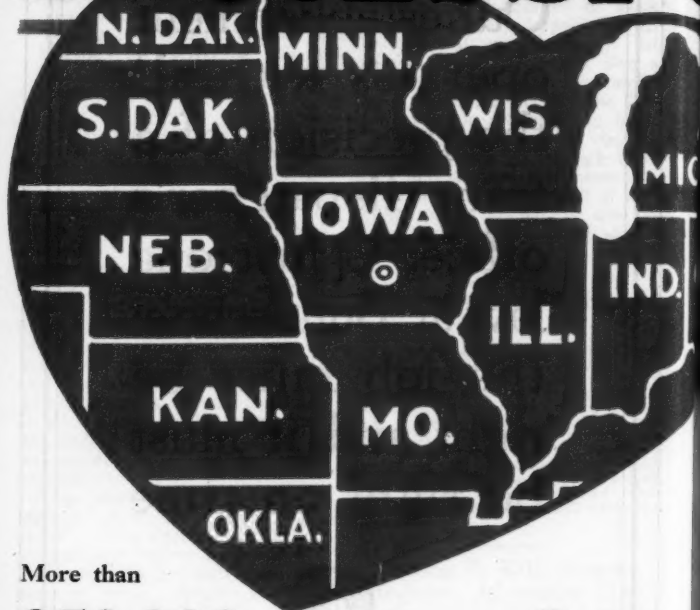


**J. M. BUNDSCHO, Inc.**  
*Advertising Typographers*

58 E. WASHINGTON • 10 E. PEARSON  
CHICAGO

HERE TYPE CAN SERVE YOU

# SUCCESSFUL



More than

## 850,000

Copies monthly  
reach real farm  
homes, with a  
strong appeal to  
farm women

*There's a  
Difference  
in Farm Papers*

Chicago Office:  
J. C. BILLINGSLEA  
123 W. Madison St.

New York Office:  
A. H. BILLINGSLEA  
342 Madison Ave.

St. Louis Office:  
A. D. MCKINNEY  
Syndicate Trust Bldg.

# THE MEREDITH

SUCCESSFUL FARMING  
BETTER HOMES AND GARDENS  
THE DAIRY FARMER

# FARMING

## Woman Reader-Interest

When Successful Farming arrives each month, the women snap into it for the "personal" articles on care of the hair, skin and nails—for the practical articles on canning and cooking—the poultry, home and other departments of special interest to them.

Constructive editorial service such as is rendered by Successful Farming, the advertising, the movies and farm-owned automobiles (60% of which are found in the "Heart States") have created the same market for toilet articles, foods, furniture and home products of all kinds that exists in the cities. Successful Farming is an old and trusted friend in more than 850,000 real farm homes, where husband and wife, son and daughter are actual partners in a real farm business—where the wife and daughter have the money to buy things which your advertising makes them want.

Our representatives in any of the offices listed below will be glad to submit definite proofs of woman reader-interest as applied to your line.

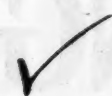
St. Louis City Office:  
W. G. DAVIES  
Post Office and Bank Bldg.

Minneapolis Office:  
R. R. RING  
Palace Bldg.

C. A. BAUMGART  
Advertising Manager  
Des Moines, Iowa

# PUBLICATIONS

E. T. MEREDITH, Publisher  
DES MOINES, IOWA



*Space  
Buyer  
File For  
Reference*

# 350,000 Tourists Broadcasting— Station J-O-P-L-I-N

We are spending our vacation in the Ozark mountains near Joplin, Missouri. We want to buy some of your merchandise—bathing suits, camp outfits, radio sets, automobile tires, clothing. We have \$10,000,000 to spend.

Won't you tell us about your product through The Joplin Globe and News-Herald? Joplin is the gateway to the Ozark Playgrounds, where we visit, 350,000 strong, every year. We buy most of our equipment in Joplin. Of course we read the Joplin Globe and News-Herald; they are the leading newspapers in the field; they have no serious competitors.

Please let us hear from you—we start buying soon.

(Note: The Globe and News-Herald cover a trading area of 40 miles, with more than 33,000 daily circulation. Into this area, normal population 250,000, come 350,000 visitors to spend the summer in the Ozark mountains.)

## THE JOPLIN GLOBE AND NEWS-HERALD

(A. B. C. Members)

**E. Katz Special Advertising Agency**  
New York Chicago Atlanta Kansas City San Francisco



## No Increase in Photo-Engraving Price Scale

American Photo-Engravers Association at Its Twenty-eighth Annual Convention at Cincinnati Last Week Voted to Retain Present Basic Rate in Its Standard Price Scale

THE American Photo-Engravers Association held its twenty-eighth annual convention at the Hotel Sinton, Cincinnati, Ohio, June 26-28 with more than 500 delegates in attendance.

As the result of action taken at the convention the basic rate in the standard price scale of the association is to remain unchanged. George H. Benedict, chairman of the association's cost committee reported that the average cost of production had increased 27 per cent since 1920. Salaries in the engraving trade have increased from an average of about thirty-five dollars a week in 1920 to an average of fifty dollars a week today. In spite of the fact that the committee, which had conducted an investigation in 150 leading plants during the past year, reported that many firms had suffered big losses during the past year, there was a strong sentiment against any increase in price.

The question of costs was introduced by Louis Flader and was followed up by short talks by floor leaders on the basic schedules on various processes of photo-engraving. W. B. Lawrence, certified public accountant, outlined the costs and profits in photo-engraving, while George H. Benedict discussed present costs in relation to the standard scale. A unanimity prevailed among the speakers that costs of certain classes of work now exceed the standard scale, while, the profit on other classes does not permit a sufficient margin of safety.

R. B. Olsen, New York, in addressing the convention, voiced a strong protest against the United States Federal Trade Commis-

sion's inquiry in the photo-engraving industry and against the protracted investigation by the commission of an alleged conspiracy between photo-engraving employers and their employees to fix prices. He defended the craft on the ground that its product is almost solely a product of labor, and therefore it has a right to collective bargaining just as labor organizations have been granted that right. "We as an industry and a business are not alone in our convictions that the Federal Trade Commission as an institution in its activities and procedures has not held strictly to the original intent of the act, and has trespassed upon the personal liberties and rights of individuals and the best interests of business. The unfair publicity that has been given, both directly through the Federal Trade Commission and indirectly by those individuals and organizations who have found it to their interests to join in this form of indictment, has caused irreparable damage," said Mr. Olsen.

### FEDERAL COMMISSION CONDEMNED

At the close of the convention the association passed a resolution condemning the Federal Trade Commission as an institution not in line with the American principle of constitutional government. The resolution urged upon each member that he use every possible available means to bring about a change in the Federal Trade Commission.

An inspirational talk on "Salesmanship and Selling," by Professor Paul W. Ivey, Chicago, received the indorsement of the delegates to such an extent that it was decided to publish the address in pamphlet form and distribute it as a souvenir of the association. James Wallen, of East Aurora, N. Y., placed before the convention the suggestion that the association celebrate the one hundred and ninetieth anniversary of the birth of Paul Revere next January. Mr. Wallen pointed out that Revere was a master in the engraving craft and that the craft might do well in setting him up as their standard example, just as

the printing craft reveres the name of Benjamin Franklin. Mr. Wallen's suggestion was accepted and a resolution calling upon the members of the association to celebrate the one hundred and ninetieth anniversary of Revere's birthday was passed.

On the second day of the convention the delegates heard from representatives of various associations in allied industries. Remarks were made by P. R. Harrover, manager of production of The Procter & Collier Co., Cincinnati, representing the American Association of Advertising Agencies; Frederic W. Hume, executive secretary, National Publishers' Association; William K. Holmes, supervisor of engraving and printing, Curtis Publishing Company, and T. W. LeQuatte, vice-president, Potts-Turnbull Advertising Company, representing the Associated Advertising Clubs of the World.

E. W. Houser, New York, was re-elected president of the association for another year while Victor Hurst, Rochester, was chosen first vice-president, and H. C. Campbell, Seattle, second vice-president. O. F. Kwett, Canton, Ohio, was elected secretary and treasurer.

M. C. Gosiger, of Cincinnati, was appointed chairman of the Association's National Vigilance Committee; C. W. Beck, Jr., of Philadelphia, was elected to the executive committee to fill a vacancy caused by the retirement of W. W. Hawton, of Chicago. Adolph Schuetz, New York; C. A. Stinson, Philadelphia; B. J. Gray, St. Louis, and R. W. Hirschert, Cleveland, were re-elected members of the executive committee.

An amendment to the constitution was passed, calling on all members to display in their offices a printed copy of the Code of Ethics and Standards of the Association.

The convention city for 1925 will be determined by the executive committee, which meets in January or February of next year.

An elaborate display of engravings was one of the features of the convention. Included in this

display was a plate engraved by Paul Revere before he left this occupation to become the herald of the British forces. This relic was brought from New England by the Boston delegation. Latest models of photo-engraving machinery and equipment were also on exhibition.

Immediately following the close of the convention a number of the delegates started for the London Convention of the Associated Advertising Clubs of the World.

### Cigar Makers Advertise for Home-Town Support

Eleven cigar manufacturers and a cigar-box maker of Jacksonville, Fla., took quarter-page newspaper space in that city recently to urge smokers to demand cigars made in Jacksonville.

The copy stated that 150 cigar makers in the city were idle because smokers bought foreign made cigars. The problem was put up to the smokers who were told that "by demanding one of these brands you will be boosting Jacksonville." The brands and prices of cigars were listed beneath the names of the manufacturers signing the advertisement.

### Eisemann Magneto Advances B. B. Woodford

B. B. Woodford, who has been a member of the sales staff of the Eisemann Magneto Corporation, New York, has been advanced to the position of assistant sales manager. He has been with the company for the last five years.

### King Liquid Paints to Be Advertised

The Chicago White Lead & Oil Company, Chicago, paint manufacturer, will advertise King Liquid paints in a campaign which will be conducted this year. The Mason Warner Company, Chicago, advertising agency, will direct this advertising.

### Transfer Leslie S. Pearl

Leslie S. Pearl, with the Buffalo office of Barton, Durstine & Osborn, Inc., has been transferred to the home office at New York of that advertising agency. Mr. Pearl is an assistant account executive.

### Joins McGraw-Hill Company

Brooks Shackley, for five years in the advertising department of the Consolidated Gas, Electric Light and Power Co., Baltimore, has joined the McGraw-Hill Company, New York.

# Why Quotes?

A Dissertation on the Genealogy, Use and Abuse of the Two Sets of Double Commas

By Edgar M. Belmont

I AM neither an offender with, nor a defender of quotation marks in advertising slogans, so whether or not I approve their use is beside the point. However, I do believe that they have their times and places for appearance, or perhaps I should say "had," for a reason which I shall mention later in this article.

A copy writer friend of mine recently asked me seriously whether or not there was any real reason for the practice of placing quotes around slogans and captions in advertising copy; and he added that aside from the possible legal phase of the proposition (in which case an advertiser "lifting" another advertiser's words would be obliged to quote them) he could see no other reason why they should be used. Nor was my friend purposely facetious.

Well, I'm not so certain about the other reasons either, but here is how I believe quotes originated in the connection under discussion.

Testimonials, both verbal and written regarding the merits of their goods, have been received by manufacturers from time to time, either solicited or sent in voluntarily by consumers and distributors. These testimonials have been reproduced either fully or in part in the manufacturers' advertisements, in one form or another. They were recommendations of the products by users and dealers, therefore, it was only good advertising policy that prompted their use in the white space.

Now there was, in the first place, some reason why the manufacturer thought that these kind words about his product would make good copy and be read with some interest. But he realized that unless these whole or part testimonials were marked in some way so as to define them from the balance of the copy, they would escape the attention they deserved.

So he used quotes. He used them because these excerpts, long or short, originally written or verbal, really were quotations—nothing more or less, and so he was rather obliged to use them. And now for my point.

But there were other manufacturers who saw this quotation idea in practice and liked it; and either because they couldn't or didn't get the testimonials which they considered their product warranted, or because they thought they could give themselves better ones with less trouble, they proceeded to say nice things about their own goods—and use the quotes just the same.

## CONSIDER THE REPORTER'S USE OF QUOTES

This practice is very much the same as in the case of a newspaper reporter who has his own ideas about a piece of news that he is covering. It is perfectly all right for him to say "It is alleged" or "In some circles it is believed that" and so on, following up with his own views on the matter. No one can then dispute his statement. Where this sort of thing is done in advertising by the use of quotes (and nowadays it is generally overdone), I believe that the reading public is supposed to reason subconsciously through the power of suggestion (which power is attributable to quotes) that a consumer or dealer like himself has expressed at some time or other, the thought expressed within the quotes.

I do not accuse our advertisers or agencies of a fraudulent desire to deceive. The judicious use of quotes is no more fraud or deception than a clever or beguiling layout or lettering.

Then there is another principle of reasoning (call it psychology if you like) underlying this excessive use of quotes. Most people

derive a mild sort of thrill upon hearing other people's conversation. There are, indeed, few people who can pick up a letter, discover it does not concern them, and replace it without reading somewhat further than their rights permit. Whether they read much or little doesn't matter. The *desire* to read it is there, however heavily veiled by ethics or prevented by a lack of pressing interest. And a letter is nothing more or less than one side of a "written conversation."

The printed word carries its spell, but the spoken word has its own special drawing power. The question one hears so often: "And what did she (he) say?" is subconsciously asked by the average reader when he sees quotes in an advertisement. Curiosity!

Quotation marks are supposed to take the place of the human voice. Their uses in titles and for irony and emphasis are but secondary functions.

#### IS EFFECTIVENESS LOST?

But in these days when quoted things are jumping out from every corner of the advertising pages, such as "Great Favorites" in a steamship advertisement; "Under Southern Skies" in a restaurant advertisement and "A Landmark for Good Hats," one might say with a good deal of confidence that the days for effective quoting are past.

I have seen quotes used even in classified advertising, to wit: "The Man Who Gets Results." Seeing, however, as how the public is getting used to quotes in advertising copy (and perhaps even fed up on them), it might be safely concluded that nothing would be lost by omitting them altogether—and distinction may be thus gained!

But still I suppose that even as I write this there are several scores of copy writers raking or artificially stimulating their brains in efforts to coin neat and nifty phrases that would look well between two sets of commas. To them I would say, "Where everything shines, darkness is brilliant!"

## Publishers' Relation to Advertisers Codified

**P**RINCIPLES for the guidance of publishers in their relations with advertisers that will interest advertisers were set down in a code of ethics which has been adopted by the New Jersey Press Association. Its members are asked to conform to the following provisions in conducting the advertising columns of their newspapers:

To strive constantly to eliminate free reading notices and to keep reading columns independent of advertising consideration.

To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements.

R. E. Lent, general manager of the *Passaic Daily News*, has been elected president of the association. He succeeds John E. Clarey, of the *Madison Eagle*. F. A. Robertson, of the *Washington Star*, was elected vice-president. W. B. R. Mason, of the *Bound Brook Chronicle*, was re-elected treasurer, and John W. Clift, of the *Summit Herald*, secretary.

The new members of the executive committee are: William B. Bryant, *Paterson Press-Guardian*; Edmund W. Carpenter, *Woodbury Democrat*; Charles H. Frost, *Plainfield Courier-News*; E. V. Savidge, *Hopewell Herald*; George C. Ladd, *Vine-land Journal*, and W. A. Haffert, of the *Cape May Times*.

## Radio Apparatus Sales Increase in Chile

A great increase in the sale of radio equipment and parts in Chile since a serious attempt to broadcast a diversified program was made about a month ago, is reported by the United States Department of Commerce. Chile has had organized broadcasting since last August. The demand is growing for higher priced equipment, states the report, and buying is not confined to any limited group. Dealers have increased sales of sets through the practice of erecting antennae free of cost except for materials.



**William Randolph Hearst**

***A Plain Expression of the  
Policies of His Organization***

## In Interview Hearst Speaks Plainly of Policies of His Organization

Has No Plan for Given Number of Papers—  
Buys When Others Want to Sell, If He Sees  
Success Ahead—"No Menacing Monopoly"—  
Public Benefits from Progressive Newspapers  
—World's Greatest Newspaper Proprietor  
Freely Discusses Many Vital Questions in  
Journalism

Copyright, 1924, by EDITOR AND PUBLISHER

**W**ILLIAM RANDOLPH HEARST, in an extraordinary interview exclusively granted to EDITOR AND PUBLISHER this week, clearly revealed his opinion and policy on vital questions in journalism.

Following his custom in recent years Mr. Hearst chose to prepare textual replies to a series of formal questions. EDITOR AND PUBLISHER prepared 15 questions, specifying that Mr. Hearst might feel free to disregard any one of them. He answered them all, dictating his replies to his secretary.

*"Is it true that your intention is to possess one hundred newspapers in the United States?"* was the first question asked.

Mr. Hearst said: "I have no intention to possess any given number of newspapers nor any plan to possess any more newspapers or to take on any more work or trouble.

"But occasionally somebody wants to get rid of a paper and tries to sell it to me, and if I think I can see a way to make it a success, I am very likely to take over the job and try out my program."

(2) *"Granted that you believe in your own editorial policies, still as a citizen do you believe that it is good public policy for one mortal man to possess the great power that is inherent in the control of so many newspapers?"*

Mr. Hearst said: "In the first place, I have not 'so many newspapers.' There are twenty-five hundred newspapers in the United States, and I have twenty-eight newspapers. No very menacing monopoly in that proportion, I should say.

"In the second place there are ten times as many newspapers as I possess, owned by reactionary and predatory interests that endeavor to use them in their schemes to exploit the public.

"And, therefore, it is not only not dangerous but exceedingly beneficial from a public viewpoint to have a few groups of newspapers like the Scripps-Howard papers and mine, owned and operated in support of progressive policies, and to protect the public's property and privileges.

"In the third place, no newspaper has power for long if it misuse it—which is the saving situation in the possession of newspapers by public exploiters; and perhaps, too, with respect to any individuals or interests.

"We all know many cases where policies and nominees have failed of public approval although every newspaper in the community supported them, or have secured public approval although every newspaper opposed them.

"The American people are an independently thinking people.

"Newspapers do not form the opinion of the public; but if they are to be successful, they must express the opinion of the public."

(3) *"How is it possible for you or any man to delegate authority which will guarantee an administration of a*

*newspaper in a distant city which will be fair and just to readers in local matters, concerning which you could not possibly have full information?"*

"The assumption that I cannot find able men in a community to conduct a newspaper as well as I would if I were on the ground is a piece of stupid conceit of which I am not guilty.

"I organize our papers with the best men available in a community and they consult me in general matters, but endeavor to carry out the desires of the community in all community matters.

"In addition I generally have a local advisory board of leading citizens to help the local publisher to obtain accurate information in regard to local requirements and sentiments.

"The whole purpose of our papers is to serve loyally the communities in which they are respectively published; and the papers are united into one large organization only to make that service more effective."

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(4) *"When you buy a newspaper, what do you pay for? Mr. Munsey says he does not pay for circulation, but character."*

"I pay for opportunity. The character and circulation of a paper are what you make them. The opportunity is determined by the field and the relative excellence of the competing newspapers."

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(5) *"What must a newspaper yield, from its business and from its editorial departments, to meet your minimum requirements?"*

"I have no minimum or maximum requirements. I expect a newspaper to make as much profit as is compatible with giving the public a good newspaper, and making

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subscribers and advertisers feel that they are getting a full return for their money in excellence and service.

"I spend a lot of money in making my newspapers. As a matter of fact I put back into the making of my newspapers over ninety per cent of the money these newspapers take in from subscribers and advertisers. This I think I ought to do in order to give adequate service."

(6) *"What is the capital value of a regular subscriber?"*

"I do not know. I do not think you can estimate the value of a satisfied subscriber merely in terms of money."

(7) *"How do you define the power of a newspaper which reaches from twenty-five to fifty per cent of the population of a first-class American city, and to what extent have newspaper editors and advertisers exercised this power?"*

"The power of a newspaper depends not merely upon the number of its readers, but upon the confidence its readers repose in it. That confidence is earned by intelligent and unselfish service—by a long record of effort for the public good as the editor sees it.

"The power of a newspaper which has deserved and won the confidence of its readers is considerable; but the American people do not follow blindly the lead of any newspaper, even though they may entirely respect its motives."

(8) *"Is the political influence of the American press, in general, declining or increasing, and why?"*

"I rather think that the influence of the American press is on the whole declining. This, I believe, is because so many newspapers are owned or influenced by reactionary interests and predatory corporations, and are used self-

ishly, to promote the welfare of these reactionary interests, rather than the welfare of the public.

"This tends to weaken the confidence of the public in all newspapers more or less.

"Furthermore there are other agencies of publicity which divide the field with the newspapers nowadays. There are the moving pictures and the radio for example."

(9) *"Why do you give so much time to motion pictures?"*

"I give so much time to motion pictures because I think they are as important as publications as agencies of publicity, both for information and entertainment."

(10) *"Are you interested in radio and what does it promise?"*

"I am very much interested in radio, but I do not know how much it promises for independent enterprise.

"It looks at present as if radio were likely to be controlled by a few large corporations and employed in great part for their propaganda.

"However, there may develop a great field for radio in connection with newspapers and news services."

(11) *"Do you care to discuss the sale of stocks of newspaper corporations in the open market—and why do you sell bonds?"*

"I sold bonds because I wanted to borrow some money, and I preferred to borrow it from the public rather than from Wall Street."

(12) *"Is circulation the test of merit?"*

"To a degree circulation is a test of merit. If any manufactured article sold more and at a higher price than another similar article, you would naturally infer that the

one which sold the greater amount at the higher price was the better—or at least that it pleased the public better; and that is the main standard of comparison.”

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(13) *“When are advertising rates too low?”*

“Advertising rates are too low when they give the advertiser a great profit and the newspaper little or no profit as is often the case.

“Advertising rates are seldom too high, if an advertiser knows how to employ advantageously the publicity of a widely distributed and well established newspaper.”

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(14) *“Will we have five-cent newspapers in America, and why?”*

“I do not think there will be many five-cent papers unless the price of print paper materially increases.”

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(15) *“What are the correct proportions of the daily ration in percentages—news, advertising, opinion, entertainment?”*

“The correct proportions of news, advertising, opinion and entertainment are what every fellow has to figure out for himself with relation to the conditions which confront him.

“However, there is one thing sure, and that is that the news and the opinion, and to a certain extent the advertising, must all come under the head of entertainment to a reasonable degree or they will not be read.

“People do not read to be bored. They read to be interested, and unless we can make our material in every department interesting, it simply is not read; in which case we would be like the chap who winked at the girl in the dark—we would know what we are doing but the public would not.”

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## The Publications Owned By William Randolph Hearst

### NEWSPAPERS

Atlanta Georgian & American	New York American
Baltimore American	New York Journal
Baltimore News	New York Daily Mirror
Boston Advertiser	Oakland Post-Examiner
Boston American	Rochester American
Chicago American	Rochester Journal & Post Express
Chicago Herald-Examiner	San Antonio Light
Detroit Times	San Francisco Call-Post
Fort Worth Record	San Francisco Examiner
Los Angeles Examiner	Seattle Post Intelligencer
Los Angeles Herald	Syracuse American
Milwaukee Sentinel	Syracuse Telegram
Milwaukee Sunday Telegram	Washington Herald
Milwaukee Wisconsin News	Washington Times

### MAGAZINES

American Weekly	Harper's Bazar
Cosmopolitan	Hearst's International
Good Housekeeping	Motor
	Motor Boating

### PUBLISHED IN ENGLAND

British Good Housekeeping	Nash's Magazine
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# On the Way to London

The Invasion of Great Britain by Two Thousand American Advertising Men Is Under Way

TODAY the fleet of ships carrying two thousand delegates to the International Advertising Convention in London is on its way. The *Lancastria* sails at noon today. The *Republic* sailed yesterday. In addition to these two specially chartered boats carrying 1,300 delegates, the *La Salle* sailed from Houston, Tex., several days ago. The *Samaria*, from Boston, and the *Montcalm*, from Montreal, are also on the high seas.

The *Montcalm*, in addition to its Canadian delegates, carries delegates from St. Louis, Cleveland and other cities. The *Samaria* from Boston, which will have a newspaper published each day on board, carries the New England delegation. This paper will be called the "Advertising Blews" and each day will be published by a different city. Providence has charge for one day, then New Haven, then Houston, Tex., then Boston, and the ladies of the boat will publish the paper by themselves for one day. A special meeting will be held each morning on the *Samaria* in the Garden Lounge at which time speakers will discuss various phases of advertising and will try to prove why the city they come from is the best in the world.

On the other boats great plans have been made for entertainment. One of the ships will have a contest to be won by the man whose passport picture most exactly resembles that of a convict. Rowe Stewart has charge of entertainment on the *Lancastria*, on which boat delegations from various cities will take turns in entertaining the entire ship.

Management of the departmental meetings and conferences on board the *Republic* has been placed in the hands of R. C. Ayres. Many sections of the country, represented on the various boats, will be offered the opportunity of getting to know each other better.

Philadelphia will learn something of the problems of New Orleans, and Hartford will hear about Seattle.

An interesting and impressive little ceremony will take place on board the *Republic* as the ship rounds the southern tip of Ireland and passes the Old Head of Kinsale where the ill-fated *Lusitania* was torpedoed by a German submarine in May, 1915. Among the many prominent persons who lost their lives at that time was Elbert Hubbard, famous author, lecturer and writer of advertising copy. He was a close friend of H. H. Charles, president of the New York Advertising Club. Mr. Charles has taken with him on board the *Republic* a beautiful wreath of immortelles which he will drop overboard as the ship passes the spot where the *Lusitania* went down.

In covering the convention, in addition to Thomas Russell who has been PRINTERS' INK's London correspondent for many years, PRINTERS' INK will have a representative on each special convention steamship, who will report ship news by special wireless, when the boats are several days out at sea. Roy Dickinson, associate editor of PRINTERS' INK and PRINTERS' INK MONTHLY, is on the *Lancastria*. S. Roland Hall represents PRINTERS' INK on the *Republic*. A. D. McKinney is representative on the *Montcalm*. Cyrus S. Kauffman will handle news from the *Samaria*, and Paul Wakefield will send a wireless from the *La Salle*. In addition to these men, W. Livingston Larned will represent PRINTERS' INK on the *Belgenland*. Richard W. Lawrence, vice-president of Printers' Ink Publishing Company, has already arrived in London.

The group of manufacturers, publishers, advertising agency men and representatives of all forms of advertising who are now on their way to the first international advertising convention

ever held overseas will find the sessions in England of great interest and will be kept continually on the jump during their stay. The men who have planned the convention in London have adopted a broad program which will show how advertising may help solve some of the causes which underlie the economic and commercial problems of our time. Men of international prominence will address the general sessions and in the departmentals members of the same type of business will exchange helpful information and ideas.

H. R. H., the Prince of Wales, heads the Official Convention Committee which contains the names of leaders in banking, politics, transportation and journalism, as well as in the various types of mercantile business.

All the delegates from this country are due to arrive in Southampton at approximately the same time on July 12 where a civic welcome awaits them. That same evening a great national welcome will be held in the Albert Memorial Hall. The sessions of the convention which open on Monday will be held at the great amphitheatre at Wembley where, eight miles outside of London, a big city has been built to house the British Empire Exhibition.

#### VARIETY OF ENTERTAINMENT PLANNED FOR DELEGATES

In *PRINTERS' INK* of March 13, April 24 and June 5 there appeared reports on the general session program of the convention. The program for the meetings of the various departmentals was reported in *PRINTERS' INK* of June 19. As this issue goes to press the headquarters office of the Associated Clubs has released the entertainment program.

This program covers the social events which are planned for the entertainment of delegates. It is a program that is distinctive for the great variety of diversion offered to the advertising visitors in London. There will be lunches, dinners, teas, house parties, dances, golf tournaments, opera perform-

ances, and sightseeing tours. The program follows:

*Saturday, July 12*—Arrival of overseas delegates at Southampton on the *S.S. Republic* and the *S.S. Lancastria*. Reception on arrival by the Rt. Hon. G. H. Roberts and Edgumbr Brighton, representing the social and entertainment committee. Civic reception by the Mayor, aldermen and counselors of Southampton, supported by the Southampton Chamber of Commerce, etc.

Reception at Waterloo, on arrival, by Sir Herbert Morgan, chairman of the National Reception Committee. Reception and ball at the Royal Albert Hall in the evening.

*Sunday, July 13*—Service at Westminster Abbey at 10.15 with the Lord Bishop of Durham preaching. Mass at Westminster Cathedral at noon.

Reception by the Women's Advertising Club of London, to American business women at the Savoy Hotel, from 12.30 to 4 P.M. This will include a lunch and tea.

Inspirational meeting at Central Hall, Westminster. Fred B. Smith, of New York, will speak on "The New Force in International Relationship."

Informal dinner of welcome to overseas engravers arranged by the Federation of Master Process Engravers at the Hotel Cecil. Reception by Gordon Selfridge at Lansdowne House in the evening.

*Monday, July 14*—Group tour of old London, arranged by the Ladies' Entertainment Committee. Dinner arranged by the British Association of Display Men at Frascati's Restaurant. Dinner at the Savoy Hotel as guests of the British Empire Exhibition. Evening Sight-seeing at Exhibition.

*Tuesday, July 15*—Group tour of old London, arranged by the Ladies' Entertainment Committee. Lunch arranged by the Ladies' Entertainment Committee for accompanying ladies, at the Criterion Restaurant, followed by a visit to the Royal Academy, returning in time for a dress parade at Piccadilly Hotel.

Overseas delegates will be the guests at lunch with the directors of Harrods, Ltd. Chairman, Sir R. Woodman Burbidge, Bart., C.B.E., president of the Incorporated Association of Retail Distributors and chairman of Harrods, Ltd. This lunch has been arranged by the retail advertising section.

Lunch at Great Central Hotel, arranged by the publishers' representatives section. Lunch arranged by Association of National Advertisers. Lunch at Princes' Restaurant arranged by the screen advertising section.

Dress parade for ladies in the ball room of the Piccadilly Hotel. Music and tea. Hostesses, The Women's Advertising Club of London and the Ladies' Entertainment Committee. President's dinner at the Piccadilly Hotel in the evening.

Banquet at Guildhall to overseas advertising agents by permission of the Lord Mayor of London and the Corporation. Arranged by advertising agents section.

Dinner at the Holborn Restaurant, ar-

anged by the Incorporated Sales Managers Association of the United Kingdom. Dinner at the Connaught Rooms arranged by the Association of National Advertisers. Dinner at Princes' Restaurant arranged by the screen advertising section.

The Publicity Club of London will entertain 100 overseas delegates at the Winter Garden Theatre to witness a performance of "To-Night's the Night," followed by a buffet supper, dance and cabaret show at the Hotel Cecil.

*Wednesday, July 16*—Group tour of old London, arranged by Ladies' Entertainment Committee. Lunch at the Lucullus Restaurant, British Empire Exhibition, Wembley, arranged by the graphic arts section.

Overseas delegates will be the guests at lunch with the directors of William Whiteley, Ltd. Chairman, John Laurie, J.P. Arranged by the retail advertisers section. Lunch at Liberty's, arranged by Ladies' Entertainment Committee. The American Chamber of Commerce will entertain fifty American delegates at luncheon at the Hotel Cecil.

Lunch at Stationers' Hall. Chairman, the Rt. Hon. Viscount Burnham, C.H. Arranged by the newspaper executives and the periodicals and business papers sections. Lunch by the Association of National Advertisers. Lunch at Princes' Restaurant arranged by the screen advertising section. Fifty ladies will be entertained at tea on the terrace of the House of Commons by Mrs. Phillipson, M.P.

Meeting of the Aldwych Club Lodge in the Grand Temple, Freemasons' Hall. Welcome dinner to overseas poster delegates in the Kings Hall Suite, Holborn Restaurant, arranged by the poster section. The *Daily Chronicle* will give a performance of opera at His Majesty's Theatre in the evening.

*Thursday, July 17*—Group tour of old London, arranged by Ladies' Entertainment Committee. Overseas delegates will be the guests at lunch of Lord Waring, of Waring & Gillow, Ltd., in the Lucullus Restaurant, British Empire Exhibition, Wembley. Afternoon at Hurlingham for visiting ladies, arranged by the Ladies' Entertainment Committee.

Fifty ladies will be entertained to tea on the terrace of the House of Commons by Mrs. Phillipson, M.P. In the evening there will be a dinner to French speaking overseas delegates at the Piccadilly Hotel. Arranged by the Overseas Committee. There will also be a ball at Olympia.

*Friday, July 18*—Golf at Walton Heath as guests of the Rt. Hon. Lord Riddell. The party will be conveyed by motor leaving the Hotel Victoria at 8.30 A.M. The following trophies will be open for competition: Gold Challenge Trophy, presented by the *News of the World*. Trophy presented by the Rt. Hon. Lord Riddell. Trophy presented by the *Strand Magazine*, and trophy presented by *London Opinion*. Four-ball foursome. Bogey round for prizes presented by C. Arthur Pearson, Ltd. and the *Illustrated London News*; the *Star* and the *Daily News*, *Daily Mail* and *Allied Newspapers*, Ltd. Full particulars

will be handed to guests by the golf convention committee.

Golf at Moor Park arranged by the Federation of Master Process Engravers. Group tour of old London arranged by Ladies' Entertainment Committee. Major the Hon. J. J. Astor, M.P., will entertain 1,000 delegates at Hever Castle, Kent, by special train.

Lord Ashfield and the directors of the Underground Railway invite 600 delegates to visit Hampton Court Palace. The party will be conveyed by motor coach.

Group tour of old London arranged by Ladies' Entertainment Committee.

Ball at Lansdowne House to Retail Advertisers as the guests of Gordon Selfridge.

*Saturday, July 19*—The Overseas Advertising Agents will be taken by car to Windsor arriving 11.15 A.M. After being shown over the Castle by the Dean of Windsor, luncheon will be taken in Windsor Great Park by permission of the Chief Ranger. After luncheon agents will be taken to one of the big riverside houses in Marlow for tea, returning to London at five o'clock. Arranged by advertising agents section.

In London, delegates will stay at a large list of hotels such as the Metropole, Cecil, Savoy, Hyde Park, Victoria and Waldorf.

At the convention the representatives of the various phases of advertising from America will have an opportunity to exchange viewpoints and ideas with men from Sweden, Holland, Denmark, France and the British colonies and possessions as well as with their hosts from Great Britain itself. In addition, the program arranged in London is going to have the effect of bringing advertising in closer relationship with the world's political and economic problems than ever before, when the leaders of political thought in England come in close contact with advertising in its possibilities as a force for international understanding.

### F. A. Miller Heads South Bend "Tribune"

F. A. Miller, vice-president of the South Bend *Tribune* for more than thirty years, has been elected president to succeed Elmer Crockett who died recently. Mr. Miller, who has been with the *Tribune* for nearly thirty-seven years is the only son of Alfred B. Miller, who with Mr. Crockett founded the paper in 1872. Charles E. Crockett, only son of Mr. Crockett and secretary and treasurer for many years, has been re-elected to that position.

# A Way to Cash In on Sport Interest

How a Milwaukee House Found Profit in Talking Stance, Securities and Such to Its Golfer Prospects in Series of Letters

By Dana Hubbard

"HIS victory came through the medium of four consistent rounds, nine shots over par for the 6,874-yard course, which, as the score of many of the contestants indicates, was a hard test of golf. Rated as one of the slowest players in the field his victory can be likened to the victory of the tortoise over the hare. He was deliberate on every shot and on the greens played with meticulous care. It was this care that carried him through to the greatest triumph of his golfing career."

Pictured there in tabloid is the story of a national open championship and with it the suggestion enough for more than one human-interest advertising campaign. What imaginative bank or investment house could not transmute that short sporting page paragraph into an apt advertising parable to quicken the pulse of any client who ever fingered a driver? From first tee to final green, from first payment on a baby bond to financial independence, deliberately avoiding the long grass of get-rich-quick ventures, pitching carefully over the water hazards of wild-cat securities and meticulously keeping out of the traps of plausible promoters. Where could the bank or investment house turn to find a prettier parallel for its selling and advertising story of system-

atic, studied financial achievement?

A long time before this season's crop of golfers had sprouted Morris F. Fox & Company, a Milwaukee investment house, sensed the points of similarity between the processes of developing a good consistent game of golf and

building an income through the regular purchase of sound securities. That this similarity could be used as a peg on which to hang a whole bond merchandising campaign directed to golfers seemed obvious. "Reaching down into the 'related known,'" said one of the members of Morris F. Fox & Company "we enumerated a few of the recognized rules of golf. Here they are:

Advertisers, as a rule, have only nibbled at cashing in on the ever-rising tide of sport interest and sport influence as one means of getting close to the purchaser and opening his pocketbook. Why this should be is not easily explained when one glances at the attendance records of our sporting events.

A long list of products have sport tie-ups. The advertiser who spurs his imagination a bit and picks his metaphors and similes with discernment can make the analogies of baseball, golf, swimming and tennis help pay big dividends.

(1) Correct stance—firm footing and proper balance.

- (2) Keep your eye on the ball.
- (3) Follow through.
- (4) Play a consistent game.
- (5) Watch your putting.
- (6) Advise with your professional.

"Then we jotted down some of the principles of successful investing which hooked up with these golf essentials. These principles were:

- (1) A firm foundation as represented by the cornerstone investment.
- (2) Balance the account and diversify it according to type, maturity and location of securities.
- (3) Choose an organization which will co-operate and will keep its eye on the ball after the sale.
- (4) No investment program is successful unless there is steady, consistent



## THE COMPETENCY OF OUR COMPS



THE competency of a Comp is due not so much to the gifts he is endowed with by the Fairy Godmother as to the folks he works with day-by-day. Here he is steeped in "the spirit of the hive"—that the big man puts big effort into the little job and, in the span of time, gets the big jobs as a matter of course.

FREDERIC NELSON PHILLIPS, INC.

*Typographers Who Prove It With Proofs*

314 EAST 23RD STREET

NEW YORK CITY

**THE JULY HOUSEHOLD JOURNAL**, just off the press, carried 50% more advertising than the corresponding issue of last year, and a gratifying increase over all previous July issues. This increase is undoubtedly due to the result-drawing power of our advertising columns.

**WE GUARANTEE**  
**700,000**  
**PAID IN ADVANCE**

The Household Journal is a thirty-year-old publication circulating in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska, and having the **Lowest Rate**, in proportion to circulation, of any paper in its class!

**All Mail Subscribers**  
**at the low rate of**

**\$2.60 an agate line**

**\$1450.00 a page**  
 (680 lines)

**Forms close promptly 5th**  
**of preceding month.**

## *The* **HOUSEHOLD JOURNAL**

**IRA E. SEYMOUR, Adv. Mgr.**  
**Batavia, Illinois**

Chicago Office  
**Rhodes & Leisenring, Managers**  
 2003 Harris Trust Bldg.  
 Central 0937

New York Office  
**A. H. Greener, Manager**  
 116 W. 39th St.  
 Room 634

accumulation. Experimenting with new strokes may ruin your game.

(5) Invest surplus and interest coupons regularly.

(6) Advise with your professional.

Having satisfied themselves of the real and interesting parallel between golf and investing, Morris F. Fox & Company compiled a list of golfers and mailed a series of seven letters to them. The letters went out a week or ten days apart.

Letter number one announced "Golf Season's Open" and asked the golfer if he had laid out a definite investment program for the summer which would make his money work to advantage while he was enjoying himself on the links. One of the things that the company wanted for working material was as many lists of bond holdings of golfers as it could obtain. This was so that it could demonstrate its analytical services in getting investment dollars that had gone into the rough back on the fairways. With the second letter was a listing sheet on which the golfer was invited to indicate his investment stance, as represented by his usual unit of investment and the securities already owned by him.

The third letter was entitled "Keep Your Eye on the Ball." It sold investment counsel. Number four was "Follow Through."

With this letter the company sent a score card for the Bond Buyer's Country Club course to show how an investment score grows. It gave also some of the rules of investment golf.

The next letters were "In the Rough" and "Are You a Consistent Player?" They went after the man who has "sliced off the course" and gave figures to show that the steady, consistent fellow is the one who turns in par scores.

Just before the last letter of the series was in sight the Fox company set their golfer prospects thinking about the truism that many a game is lost on the green. "A game is never won or lost until the last putt has been completed. And yet how often does a player take all of his shots care-

fully on the fairway and then through carelessness or that feeling that he has arrived lose the hole on the green." That was the tenor of this letter. "So it is with investments," it continued. "A man may for years have followed a consistent policy of steady accumulation and investment and have almost reached his goal of financial independence, when suddenly, at a period in life when his best chances for accumulation are gone he listens to some excellent business man's opportunity to *double* his money, and loses all or at least a large part of the results of his previous efforts.

"This is the danger line. It is here, if never before, that the counsel of your 'pro' is your safeguard. The bond house of definite aim and policy is the 'pro' of the investor, is ready to offer counsel and to help him keep the goal in sight and play carefully on the green."

The last letter was terse. Its title was "Introducing a Professional." It went about its job like this:

For several weeks we have been trying to convince you that the rules of Good Golf and Safe Investment are similar.

If we have succeeded in any degree, then you will welcome our Mr. \_\_\_\_\_ when he calls to give you a "wee bit lesson."

Yours for an improving game,

It is only indulging in the commonplace to point out that advertising which fails to talk to the prospect in his own language is shooting wide of the mark. The Fox letters unfold in the patois of golf but they go deeper than that in the way they link the fundamentals of golf and investing so closely and so plausibly. Advertisers, as a group, have only nibbled at cashing in on the ever rising tide of sport interest and sport influence as one means of getting close to the purchaser and opening his pocketbook. Why this should be is not easily explained when one glances for a moment at the attendance records of our sporting events. Sport interest is pretty nearly synonymous with human interest and widespread

reader interest nowadays. Motor cars, food products, toilet articles, beverages, clothing, household appliances and a long list of other manufactured products all have their sport tie-ups and the advertiser who spurs his imagination a bit and picks his metaphors and similes with discernment can make the analogies of baseball, golf, swimming, tennis, etc. help pay dividends.

#### RESULTS OF THE SERIES

In the wake of their golf experiments Morris F. Fox & Company traced a number of definite results. "We were overwhelmed with listings of securities," one of the members of the firm told PRINTERS' INK. "Our information and analyzation department has been busy ever since making suggestions. One very large buyer in this State, with whom one of our salesmen had unsuccessfully attempted to gain a foothold sent back a letter saying, 'Show me.' He has been shown some \$20,000 worth. Others, younger, have been convinced that the rules of the game do not apply and are starting the type of account that grows steadily. Still others holding issues upon which we thought the turn had come have made advisable changes and today their lists are in better balance. Our salesmen report a point of contact with these prospects which is at once human and humorous."

#### Plans to Feature "Silver Bow" Trade-Mark

The Houser Textile Company, Inc., Nashville, Tenn., plans an advertising campaign featuring its Silver Bow trade-mark which is used on underwear, gloves, overalls, hosiery, etc. Application for registration of the name was made recently. Business-paper advertising will precede the use of general magazines and newspapers. This advertising will be directed by the Wilson Advertising Agency, Nashville.

#### C. W. Curran Joins Charles H. Fuller Agency

C. W. Curran, formerly with the Charles H. Touzalin Agency, Inc., Chicago, has joined the staff of the Charles H. Fuller Company, Inc., advertising agency, also of that city.

#### Jordan Awarded Prize for Copy with Outdoor Appeal

The prize of \$1,000 offered by *Field & Stream*, New York for the most effective advertising built on an outdoor appeal published in a national periodical during 1923, has just been awarded to Edward S. Jordan, president of the Jordan Motor Car Company.

"In choosing yours," wrote Elting F. Warner, publisher of *Field & Stream*, in a letter to Mr. Jordan, "we feel that we have paid a deserved compliment to advertising that strikes a refreshing and original note, that is daringly vigorous and successfully appealing in its spirit, that surrounds its product with an atmosphere of selling effectiveness that makes a mechanical contrivance breathe with a vivid personality—that, in a word, possesses unique selling force."

The judges making the award were Francis L. Wurzburg, vice-president, The C. J. Nast Group; John Sullivan, secretary-treasurer of the Association of National Advertisers; W. Livingston Larned, of The Ethridge Company; W. B. Ruthrauff, of Ruthrauff and Ryan, Inc.; J. D. Adams of The Corman Company; F. R. Feland, of George Batten Company, and Mr. Warner.

#### Winners in Business Publishers' Golf Tournament

R. Tobin won low gross honors at the second annual golf tournament of the New York Business Publishers' Association, which was held at the White Beeches Golf & Country Club, Haworth, N. J., on June 24. The low net winner was J. E. Mason.

Forty players entered in the tournament. The flight winners were: Floyd Parsons, K. H. Condit, R. C. Nason, H. J. Payne, E. D. Sickles, M. C. Robbins, H. O. Barnes, D. E. Bigelow and P. Cosgrove. Consolation winners included the following: G. W. Morrison, R. S. Foss, W. Chevalier, George Hays, M. Moore, J. F. Ahrens, R. McGhie, W. C. Carroll, R. T. O'Connell and W. C. Sweetser.

William Buxman of the McGraw-Hill Company, Inc., was chairman of the golf committee.

#### Heads London, Ont., Advertising Men

Fred G. Knapp was elected president of the London, Ont., Advertising and Sales Club at its recent annual meeting. Mr. Knapp conducts an advertising business under his own name at that city.

#### With San Francisco Engraver

George L. Marshall, formerly manager of the San Francisco office of Blanchard, Nichols and Coleman, publishers' representatives, has joined the Commercial Art & Engraving Company, San Francisco.

## Here's a Definition of Advertising

An Answer to Request Put to a District Convention of Associated Advertising Clubs of the World by Jarvis A. Wood, Senior Partner of N. W. Ayer & Son

NELSON CHESMAN & Co.  
NEW YORK, N. Y.

Editor of PRINTERS' INK:

I WAS very much interested in the article appearing in the May 22 issue of PRINTERS' INK — "An Advertising Convention Is Asked to Define Advertising."\*

Having been an instructor in advertising in the College of the City of New York for a number of years, I have naturally sought the answer to the question, "What is advertising?" and most of the definitions that I came in contact with were to a certain extent catchy thoughts that did not express my idea of a definition.

I can look back on my school days and still remember many of the definitions that were taught me regarding the different subjects that I was studying, and I can realize that these definitions were prepared with infinite care to cover as nearly as possible the

\*In this report PRINTERS' INK called attention to the fact that at the opening of the first annual convention of the second district of the Associated Advertising Clubs of the World at Philadelphia on May 12, Jarvis A. Wood, senior partner of N. W. Ayer & Son, requested the convention to define advertising. Mr. Wood offered the following definition and explanation thereof to the convention: "Advertising is causing another to know—to remember—to do. I think of this as a target with its rings. Causing another to know is in the outer ring. If you have caused another to know by means of an advertisement you have hit the target. In the next and smaller circle are the words 'to remember.' Even this is necessary, for, as you understand, we cannot always on the moment use the knowledge we have just gained and therefore should be reminded or told again. . . . Finally, we come to the centre of the target, where appear the words 'to do'—short words, but full of action. When an advertisement causes another to do, the advertiser has hit the bull's-eye and rung the bell. Advertising is causing another to know—to remember—to do."

subjects they were treating with. For instance, our dear old friend, Wentworth, had prepared a definition for arithmetic as follows: "The science which treats with numbers and the art of figuring by them."

Is there any reason why advertising, just because it is advertising, should not have a definition as carefully thought out and scientifically prepared to cover the subject in a sound, business-like way as any other science or profession? Why should the definition be made up of catchy phrases that the average human being would have to read and re-read in order to grasp what they really mean?

The seeking of a definition for advertising was something that I literally spent hours upon, going through different text-books and asking many prominent advertising men. Finally, one day in reading through one of the pamphlets prepared by the American Association of Advertising Agencies, published in 1918, called "Report of National Committee on Agency Service," I found what I believe to be a complete, simply expressed, well-rounded-out definition for advertising. It was, as a matter of fact, the definition for agency service as follows:

*"Agency service consists of interpreting to the public, or to that part of it which it is desired to reach, the advantages of a product or service."*

If we change the first two words of this definition for agency service to the one word "advertising," I believe we have a definition that will hold under the most exacting conditions and one that has a dignity and simplicity that gives to advertising something more than just a catchy headline to attract attention.

Incidentally, I cannot overlook emphasizing the one little section of this definition—"Or to that part of it which it is desired to reach." How often this is overlooked in the buying of mediums!

Here is a definition that without question has had hours, yes,

no doubt days, spent upon it by some of the biggest men in the advertising world, and it certainly shows it. It seems to me as if it could almost be made the universal definition, especially to the minds of the young men or women who have been taking a school education and who have had the subjects that they have been studying soundly and carefully defined.

I should be interested in receiving comments.

NELSON CHESMAN & Co.,  
ROSSITER HOLBROOK,  
*Manager, New York Office.*

### Western Paper Men Resent Federal Trade Order

THE Pacific States Paper Trade Association held its seventh annual convention at Del Monte, Calif., on June 12, 13 and 14. The need of closer co-operation between mills and jobbers, and ways to reduce the cost of doing business, were the principal subjects of discussion.

President M. R. Higgins, president of the National Paper Products Company and vice-president of the Zellerbach Paper Company, San Francisco, presided.

Commenting on a Federal Trade Commission's "cease and desist" order against the association, Mr. Higgins told delegates that the association would fight the order and that it expected the case will be considered by the United States Circuit Court in October. He characterized the Commission's acts as "an unwarranted interference with our rights."

H. S. Bonestell, of Bonestell & Company, San Francisco, read a paper prepared by Cutler Bonestell, who had expected to be present. Mr. Bonestell said that investigation had indicated that the paper industry is seventeenth, from the standpoint of net return, among important industries.

"In other words," he stated, "sixteen industries are operated with more intelligence."

"A careful survey of various mills," Mr. Bonestell continued, "showed over-equipment. It would take five years of normal business, taking into account normal increases, to catch up with production equipment installed or being installed.

"In the immediate future, there will be no reduction in prices based on cost of production. However, we can never tell what a mill might do when it needs business."

Mr. Higgins was re-elected president of the association. Vice-presidents elected were: T. M. Denison, Blake, Moffitt & Towne, Los Angeles; F. E. Jeffries, Tacoma Paper & Stationery Company, Tacoma; B. G. Ewing, B. G. Ewing Paper Company, Spokane; R. H. Miller, Mutual Paper Company, Seattle, and H. S. Bonestell, Bonestell & Company, San Francisco. B. N. Coffman was re-appointed secretary-treasurer.

### Accessories Outrun Original Product

E. P. Brown, president of the United Shoe Machinery Corporation, Boston, in the company's annual report, calls attention to the growth of that organization. From four factories manufacturing shoe machinery in 1899, the company now controls sixty-six, only nine of which make shoe machinery and tanning machinery. The others are engaged in making a wide variety of articles used in shoe manufacture such as eyelets, nails, tacks, lasts, brushes, dies, cutters, and other findings and accessories.

In 1899 there were 4,809 stockholders compared with 19,389 today, of which 4,584 are employees who subscribed under the company "employees' stock plan."

The combined earnings of the United Shoe Machinery Corporation of New Jersey and Maine are reported as \$8,054,941, for the fiscal year ended February 29. This compares with \$6,547,216 in the previous year.

### Radio Account with Bowers Agency

The Thos. M. Bowers Advertising Agency, Chicago, has been appointed to direct the advertising of All-American radio products, made by the Rauland Manufacturing Company, also of Chicago. A campaign is planned which calls for the use of newspapers and magazines.

various continued. It would business, normal in- produc- or being

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re-elected ociation. were: Moffitt & E. Jeff- ationery E. Ewing, Company, Mutual cle, and & Com- N. Coff- ecretary-

Original

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## The Printers' Ink of the Hardware Field

Sales and advertising executives regard Printers' Ink as authoritative on advertising matters—as a continuous text book of the science of advertising.

Hardware men think of Hardware Age in the same way on hardware matters. They respect its editorial columns—they act on its market information—they are influenced by its advertising pages in their purchases and sales.

Because of its exceptionally high reader interest and confidence hardware manufacturers have found Hardware Age the most effective medium through which to advertise their products to the hardware trade and gain larger or more satisfactory distribution at less distribution cost. Hardware Age advertising is insured advertising—insured to reach the real men in the trade—in the medium they pay to read.

# HARDWARE AGE

239 West 39<sup>th</sup> Street

New York City

MEMBER A.B.C. and A.B.P.



# *Your Introduction in* **LONDON**

*is important!*



“AN indication of the purchasing power of the British market for American manufactured goods is the fact that the British imports of luxuries amounted to about £35,000,000 last year.” —from “Opportunities for American Advertisers in the British Markets in 1924,” by James True in **PRINTERS' INK**, issue of January 10, 1924.

The figures quoted indicate the breadth of the market ready for the American manufacturer if *his introduction is properly made.*

## **The Daily Telegraph**

“The Business Man's Paper—*that goes home*” can do much to open the door of British sales to your products. Its assured position in the daily life of business men and bankers—its circulation of 175,000 in greater London and its environs and the high regard of London's great stores expressed in terms of advertising patronage are indicative of the power of **The Daily Telegraph**.

If you will write us about your products (or your client's products) we shall be glad to advise as to their marketability in Great Britain.

Write to our American representative, John H. Livingston, Jr., 425 Fifth Avenue, New York City. Telephone, Vanderbilt 0274.



# Diagramming the Tastes of Consumers

A Western Coffee Roaster Uses Advertising in a Campaign for Coffee Contentment

By Hal Stebbins

"MOST domestic tragedies start at the breakfast table." It was to prevent some of these tragedies—to conduct a campaign for coffee contentment—that M. J. Brandenstein and Company of San Francisco, roasters and packers of M. J. B. Coffee, recently made a radical change in their copy appeal.

"Our first step," said Joseph Bransten, of the M. J. B. company, "was to make a careful check-up of the advertising used by individual coffee packers. It proved rather disappointing. Perhaps it is because coffee is such a take-it-for-granted staple with both trade and consumer; but too many coffee advertisements seemed to simmer down to a flowery blend of flavor, fragrance, aroma, strength, quality, etc. Here and there we found a coffee advertiser who put over a specific point or two or who projected his coffee against an historical background. But, for the most part, coffee advertising lay snugly in the harbor of generalities.

"Our next step was to devise a simple chart that would enable the coffee drinker to find his or her exact taste in coffee, regardless of the method used in making it. It was argued that because women were in the habit of making coffee 'any old way' they would not trouble to change; but you can't blink the fact that people are constantly changing from one brand of coffee to another in the hope that they will find the coffee taste that exactly suits them.

"The first thing we discovered was a tremendous amount of confusion as to what 'flavor,' 'strength,' and 'taste' mean to the average coffee consumer. Some people said they liked M. J. B. Coffee because of its flavor;

others because of its strength; others still because of its taste. As a matter of fact, we bend every effort to keep the flavor uniform. Regardless of the origin of the different beans that go into the blend, the final *flavor* must be the same always. The *strength* in the cup is up to the personal preference of the drinker. The two together (flavor and strength) make the *taste*.

## MAKING THE FINAL RESULT A REPEATER

"We found, too, that many people knew instantly *when* they got their exact coffee taste but did not know *how* to get it again. Another thing: We found you could not hope to apply a test tube or tape measure to the average person's conception of strength in coffee. What one person considers a medium strength in coffee another considers mild; and so on up and down the range of coffee tastes. Each individual seems to be troubled with a 'coffee complex.' Yet when we came to the actual making of tests we found the law of averages applied to coffee tastes just as it does to clothes or cars or cigars or anything.

"Of course, our problem would have been much easier had it been possible to stipulate a certain way to make coffee; but this was obviously impossible because our function was to show that M. J. B. because of the constancy of its flavor, could meet every taste in coffee regardless of the method of making.

"Therefore we took the four most used utensils: The standard coffee pot, the percolator, the drip method, and the tricolator. We made hundreds of tests with people who pride themselves on being 'coffee cranks.' The result

was the taste-finding chart which we have featured for the last few months in our advertising up and down the Pacific Coast.

"One of our worst stumbling blocks bobbed up when we tried to arrive at a fool-proof basis of measurement. Coffee roasters and blenders recommend various quantities, but, as a general rule, the housewife is apt to use a

you consider that M. J. B. Coffee is not a newly advertised product by any means; and that, in the past, we have had to erect more or less artificial staging for our advertising copy."

Quite apart from the educative value of this coffee chart, it provided a peg upon which to hang the copy appeal. What looked at first sight like a monotonous criss-cross of lines was so dramatized as to become an outstanding attention-getting feature.

The opening full page carried the keynote caption, "Find your taste in coffee and stick to it." Then came a series that might well have gone back to Scotland Yard for its inspiration. The taste-finding chart was played up in each advertisement, to be sure; but the law of averages was harnessed to specific statements in a way that would have made the heart of Conan Doyle himself wax warm with pride.

Such pseudo-mystery headlines as, "Is your husband in this square?" "No two are alike—people differ in their coffee tastes as well as their thumb prints," "Do you play checkers with your coffee?" "Twelve little coffee cups all in a row—find yours," were used to gain reader interest and invest the advertising with dramatic value.

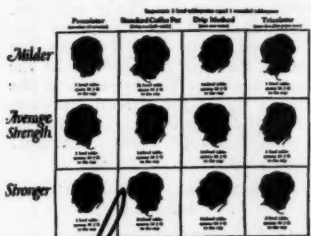
Getting the purchaser to use the product correctly is an ever present problem with many producers and manufacturers. Hence this campaign on M. J. B. Coffee is doubly interesting because it proves that even such a staple as coffee requires some system of consumer instruction.

### W. T. Chollar Joins Donovan-Armstrong

W. T. Chollar, for many years manager of the service department of the Atlas Portland Cement Company, New York, has joined Donovan-Armstrong, Philadelphia, advertising agency.

### B. De Kaifetz Joins Rackliff

B. De Kaifetz, formerly covering the South for the Warner Patterson Company, Chicago, has joined the field division of The H. L. Rackliff Company, marketing counselor, Cleveland.



*Find yourself*  
your coffee taste  
is here—find it

Here's a real reason—find it yourself! Find the exact taste that's your own and why! Does your coffee-tasting tell you a strong, strong cup of coffee? It's here! Does it tell you a mild cup of coffee? It's here! Does it tell you a mild cup of coffee? It's here! Does it tell you a mild cup of coffee? It's here!



**M.J.B. Coffee**  
standard taste in coffee

LETTING THE READER PLAY A GAME AND  
GET HIS OWN ANSWER

rounded or heaping tablespoon to each cup of coffee. As every domestic scientist in the land knows, 'rounded' is the most insidious word in the language; for the rounded tablespoon is gloriously indefinite and may represent anything from one and a half to three level tablespoons. This is why, throughout the taste-finding chart, we stress the point that the level tablespoon is the modern accepted standard of measurement.

"The response from this campaign for coffee contentment has been especially gratifying when

3. Coffee product, in the more or our ad-

educative chart, it to hang looked at monotonous drama-standing

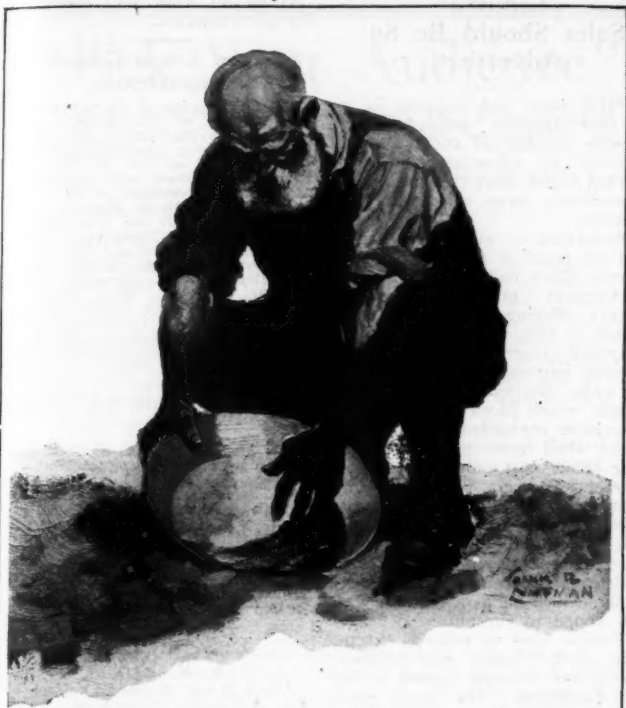
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## "Pay Dirt"

Let us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you dig.

McJunkin Advertising  
Company



FIVE SOUTH WABASH AVENUE, CHICAGO

## Limited Sales Should Be So Advertised

THE facts and decision in a case recently decided in a French commercial court are of interest to advertisers in the United States, since the case might conceivably have arisen in this country.

According to evidence brought out in court a furniture dealer named Bloch had inserted an advertisement in several newspapers offering Louis XV bedsteads at the very low price of fifty-five francs each. A Mr. Bouille immediately sent the firm an order for twelve of the bedsteads, which Bloch refused to fill. The latter contended that the bedsteads had been advertised for sale below cost only in order to attract customers for other furniture sold by him; that he was free to refuse orders as he saw fit; that Bouille was bent on a speculative deal, and that a dozen bedsteads constituted a wholesale order, which he, as a retailer, was not bound to execute.

Bouille sued to enforce execution of the order, and alternatively, for damages caused by its non-execution. The court gave judgment in his favor; ordered Bloch to deliver to him the twelve bedsteads at the price advertised, and to pay the costs of the suit.

The opinion of the court was that the moment Bloch made a public and unrestricted offer of goods at a certain price, it was open to any member of the public to take advantage thereof, a public advertisement constituting, in effect, a form of contract by which the advertiser voluntarily bound himself and which only required the consent of the purchaser for its completion. The argument that twelve bedsteads constituted a wholesale order was declared valueless, since a hotel or boarding house proprietor might order that number in furnishing his establishment. Had Mr. Bloch intended to sell only one bedstead at a time, declared the court, that

fact should have been stated in his advertisement.

## Six-Point League Committee Appointments

The first meeting of the new officers and members of the executive committee of the Six-Point League, newspaper advertising representatives, New York, was held on June 24, 1914. The following committees were appointed:

*Newspaper Promotion:* A. W. Howland, chairman, M. D. Hunton, C. F. Kelley, J. F. Duffy and John O'Mara.

*Agency Relations:* Joseph F. Finley, chairman, F. P. Motz and John Budd.

*Publicity:* M. P. Linn, chairman, Joseph F. Finley and H. D. Reynolds.

*Membership:* George A. Riley, chairman, F. St. John Richards, Dan A. Carroll,

Gerald H. Gunst, H. G. Halsted, W. H. Dodge and A. B. Lukens.

*Entertainment:* George R. Katz, chairman, W. H. Lawrence and J. W. Zorna.

## Beverage Account for Detroit Agency

The Mate Corporation, of York, Pa., distributor of Mate, an Argentinian beverage, has appointed the Campbell-Ewald Company, advertising agency, Detroit, to direct its advertising account.

This agency also has been appointed to direct the accounts of The Earth-Ritch, Ltd., manufacturer of fertilizer, and the Ontario Silk-Knit Company, Ltd. These latter accounts will be handled by the Toronto office.

## University Honors A. R. Erskine

Albert Russel Erskine, president of The Studebaker Corporation, South Bend, Ind., was given the honorary degree of doctor of laws by the University of Notre Dame du Lac, also of South Bend, at its recent commencement exercises. For the last three years, Mr. Erskine has been president of the board of lay trustees of the university.

## Alabama Has New Sports Magazine

A magazine devoted to sporting events in Alabama has been started at Birmingham. It is called *The Alabama Sportsman* and the first issue is the July number. It has been made the official organ of several clubs and associations interested in fishing, hunting, trapshooting, yachting and other outdoor activities.

## Louis Heilbroner Dead

Louis Heilbroner, president of Weber & Heilbroner, New York, died at Deal, N. J., on June 26. He was forty-seven years old. His company owns a chain of thirteen clothing stores at New York and recently purchased the business of Brokaw Brothers of that city.

## "Pick Your Audience"

With the permission of The Best Foods, Inc., Nucoa Building, Fourth Avenue at 23rd Street, New York City, we reproduce the following letter:

May 23, 1924.

The Christian Science Monitor,  
21 East 40th Street, New York City.

Dear Sirs:

Two months ago, when it was decided that we would discontinue newspaper advertising on Nucoa and go into national magazines, I made a special request that The Christian Science Monitor be kept on the list, because we have gotten more direct returns from your paper than from all the others put together. Then, too, the Monitor is really not only a national but an international medium, and I have gotten replies from England, Canada and Mexico, as well as from everywhere in this country.

The president of American Linseed Company backed up my request and it passed the Committee, being the only newspaper retained.

The returns from the Monitor are simply astounding. Literally hundreds of unsolicited letters have come in, saying that the writers had begun using Nucoa because of their absolute confidence in any product advertised in your paper. Many of them mention that they have continued to use Nucoa year after year because they have found it absolutely satisfactory.

The letters are all from intelligent people, both men and women, and prove very conclusively that if you want to sell anything, the best way to do it is to pick your audience for its intelligence. Then, too, with Monitor readers there is always the money to buy whatever they consider best.

I hope some day to be able to reproduce many of these letters in your paper, and certainly intend to have a scrap book made of them.

Thanking you for your service, co-operation and courtesy,  
I am

Sincerely,  
(Signed) LOUISE FRANCIS,  
Advertising Manager, The Best Foods, Inc.

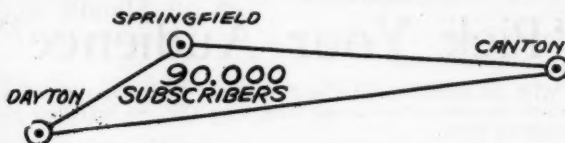
## The Christian Science Monitor

*An International Daily Newspaper*

PUBLICATION OFFICE, 107 FALMOUTH ST., BOSTON, MASS.

### BRANCH ADVERTISING OFFICES

New York.....	379 Madison Ave.	Kansas City.....	502 A Commerce Bldg.
Cleveland.....	1658 Union Trust Bldg.	San Francisco.....	625 Market Street
Detroit.....	455 Book Bldg.	Los Angeles.....	620 Van Nuys Bldg.
Chicago.....	1458 McCormick Bldg.	Seattle.....	703 Empire Bldg.
London.....	2 Adelphi Terrace, W. C. 3		



## 3 Important Cities Represented by NEWS LEAGUE DAILIES

The newspaper that goes into the heart goes into the home. The greatest tribute to a daily paper is reader interest. The News League papers have become leaders in their communities because they are veritable hotbeds of dependable news. The League papers have employed all things that go to make a first-class daily newspaper.

### IN DAYTON

one of the most modern newspaper plants in the country prints daily and Sunday a newspaper which commands a premier position in the realm of newspaperdom. It is the undisputed leader in its field, greatly excelling in circulation and advertising value. In combination with the Springfield or Canton News a special rate is offered by the League which has been well received by national advertisers. Dayton is one of the great markets where the introduction of new products always meets with success.

### IN SPRINGFIELD

everybody reads the News. Practically every family who can read English subscribes for the Daily News. By several thousand subscribers the News is the leader in Springfield. A combination rate is offered with Dayton or Canton for advertising.

### IN CANTON

bordering on the sensational, the News made a gain in one year of 30% in circulation. All eyes are on the Daily News. Such progress must be deserved. Canton advertising is sold in combination with Springfield or Dayton, thus offering a value unexcelled. **WATCH THE CANTON NEWS IN ITS MARCH OF PROGRESS.**

Another daily recently acquired by the News League is the Miami Daily News, Miami, Florida. Here, too, we find a paper growing by leaps and bounds. The evening paper in Miami is forging ahead at a thrilling pace. As the evening paper, it is the Miami Medium for advertising.

## THE NEWS LEAGUE

DAYTON DAILY NEWS, SPRINGFIELD DAILY NEWS,  
CANTON DAILY NEWS, MIAMI DAILY NEWS

## "Space Pedler," "Dope Pedler" and "Digger"

(Continued from page 52)

being several years old. A few days later the customer complained that his secretary would not use the machine. He valued her ability. It was a question of either giving up the girl or the machine, and he preferred the girl. Calling upon the young lady, the salesman talked with her tactfully, seeking her objections to the machine.

"I have only one objection," she said, "and that is I positively refuse to use it."

Without trying to answer this feminine "because," he talked along, studying the girl. She was a positive character, of the kind always easier to deal with than a negative person. She was also markedly neat and well-dressed, indicating a fastidious personality. The boss had a brand-new machine. Hers was an old model, not very good-looking.

"Well, frankly, I don't blame you for not liking this old piece of junk," the salesman said, suddenly, "especially when the boss has a brand-new machine. I'll bring around a new machine for you, take this one away, and have it refinished, so it looks neat, and meanwhile I'd greatly appreciate having you give the machine an impartial trial. When I bring the other in, if it isn't just as good-looking, then I'll ask no more."

That was the answer, and there is still plenty of guessing in advertising salesmanship, despite the support of the data book.

Look at the data-trained man through the eyes of a friend—his boss, one of the outstanding executives:

"Our publication played third fiddle in the national field for a good many years," he said. "There were years of struggle, when we bought second-hand typewriters. When I got a rug and a mahogany desk it looked like rank extravagance. But eventually money came a bit easier, and we decided to under-

take some research work to strengthen our sales effort, as well as make a contribution to advertising knowledge. As the first step, our research men went into the office of our chief competitor and spent a month, learning all he had to teach. Then they went into the agency planning departments, where advertising service is sold, to find out what these men needed. They discovered that certain data about marketing was lacking, and that the agency men were using all sorts of substitutes. Our data book supplies the real thing. It gets down to solid foundations. But though the data book itself is a fine working tool, people generally have to be shown how to use it. A slide rule is a fine working tool, but it is a mystery to the man without mathematical training. Our men are taught to use the book, applying it to given advertising problems, and to show others how to use it. The first edition of the book was distributed two years ago. We got many letters of appreciation, but little evidence that the data was actually being used in planning and presenting campaigns to clients. Two years' work by our data-trained men have wrought great changes. When a revised edition was distributed some months ago, we got not only letters of thanks, but many explanations of how the data had been used to advantage in the solution of definite advertising problems."

### A TAIL-ENDER'S METHOD OF ATTACK

In another case the advertising manager of a certain newspaper had what he called a "One-two-three-four proposition." His medium was the tail-ender in a town with four dailies. Practically all advertisers used No. 1, the leader. A good many used No. 2 as well. A still smaller number used No. 3. And all but a very small group found it easy to turn down the salesman representing No. 4.

Salesmen are impressionable, and this manager's men got to the point where they accepted the advertiser's word for it that their



paper was last in line, not really necessary to cover the town, and could not be used now, if at all.

One morning he called them all together for a talk.

"The *Blade* has the smallest circulation in town," he said. "On that account most advertisers regard it as superfluous. They think its circulation is either duplicated by other papers or too small to be worth bothering with. Now, the *Blade* really has a quality of circulation not found in the others. For one thing, it's all right here in town, not scattered in the suburbs or country. For another, it is read by a very definite class of people in between the masses who read the *Globe* and the highbrows who read the *Intelligencer*. It is an excellent newspaper for the advertiser who doesn't want to reach the masses or cater to the highbrows, a medium for many advertisers who could profitably use it alone, and one that the big fellows cannot overlook if they want to cover this whole community. In time, many advertisers are going to discover this themselves, and add the *Blade*. The Old Man upstairs could wait until this happens. But if he does, it will not be necessary to have any salesmen, and you'll all be out of jobs. He doesn't want to wait. He thinks salesmanship is the art of going out and selling the right advertisers on the value of the *Blade*. I've got together a few facts and figures that show what sort of circulation we're offering. We're going to learn them by heart, and have something to say about the *Blade*, instead of listening to what our prospects think they know about it."

On that basis, his sales force immediately began getting results—data made the tail-ender a No. 1 topside newspaper in its special field.

But data, say others, can be carried to the point where they are "dope"—canned arguments and methods that make selling mechanical.

"The 'dope pedler' who sells out of a data book," one sales director puts it, "is little more than

a five-cent postage stamp—better than the two-cent stamp that brings data by mail, because he has more personality, and a better contact with the advertiser, yet simply repeating what his employer is saying in form letters and printed literature."

These executives teach the salesman to be a digger, seeking individual data about the advertiser's own proposition.

#### MUST HAVE DEFINITE IDEA FOR ADVERTISER

"Our salesmen are trained to sell on data, but we never let a representative call on an advertiser until he has something definite to say about that man's own business, something learned by investigation—something that the man ought to know, but doesn't," said another executive. "The facts may have been secured by our research department, or by the salesman himself. We think nothing here of letting a man work six months for vital information, facts indicating some course of action that the advertiser ought to take. When we have it, a salesman gives him the facts across his desk. We never write, and it makes no difference whether he is in Paterson, N. J., or Portland, Ore., an appointment is arranged and our man goes. What he has to say may not be directly related to advertising. Because of Reason A, Reason B and Reason C, it is advisable for the advertiser to take a course of action D. It may be a question of marketing or policy, but it will lead to advertising, the latter following automatically.

"Suppose some fundamental market or manufacturing change can be suggested to a manufacturer whereby the public gets better value for its money. I have in mind a certain industry in which market conditions have been chaotic. Six months ago one of my men was assigned to study that industry and find a fundamental way of putting it on sound marketing foundations. He dug until just the other day, and got an answer that is revolutionary. The industry must either reform



What is this

great family of printing papers?—made by Strathmore to meet Strathmore Standards—yet priced by Strathmore to meet rock-bottom budgets.

## BAY PATH COVERS

Bay Path BOOK, Bay Path BOND, Bay Path IMPERIAL, Bay Path VELLUM. Ask your printer about them. "Bay Path" is the name of an entire family of utility papers that are also STRATHMORE

*Expressive Papers*

STRATHMORE TOWN!

—Where quality Papers  
are part of the picture



and advertise, or perish. It is morally certain that some leader in the field will adopt the new idea, and you will be able to predict within a year when other concerns must fall into line and advertise, too. There isn't any choice in the matter. We do not dictate the facts, but have simply unearthed them. There they are, and it is necessary to advance or die."

Selling on this line, the salesman constantly seeks information, talking with people, particularly dealers, about advertised or advertisable commodities. In a certain field, for instance, there may be four outstanding manufacturers. B is not in as strong a position as A, because the latter spends more money for advertising. B's dealers tell the salesman that they feel A's dealers are better supported. B cannot spend as much money as A, but he is in a better position than C or D. Most of B's appropriation goes into a single publication. The logical thing to do seems to be to distribute the advertising so it will make a better impression, reaching a wider public with smaller space and fewer insertions.

Some years ago, one of the most astute New York "specials" asked his newspaper publishers to gather certain community data, such as lists and ratings of retailers and jobbers in various lines. They thought him visionary then, but now understand that he was looking ahead to a day of keener competition. In each of his cities special studies are made. Armed with data, one of his salesmen steps into the office of a manufacturer. A soap manufacturer, say—soap is the "Smith" of commodities! "You are advertising in Birmingham," he says. "Here are the past six months' sales of branded soaps in that city, figures selected by the *News* investigators. Out of ten brands, five have negligible sales. Four others sell about so much, neck and neck—among them yours. That looks like pretty good soap business until you discover that the tenth brand has doubled its

sales since the month of March."

"That's interesting," the manufacturer agrees. "How do you account for it?"

"Well, here's what we think: The five brands with moderate sales do no local advertising in Birmingham, though they are advertised nationally. The others are advertised locally, and we've secured figures showing the space used for each brand. The leader has run ahead of you in space, but he also has a live sales force there, while you only work Birmingham occasionally with a traveling crew. The interesting thing seems, to us, that he has been able to do this without cutting into other brands. That indicates a bigger market for soap in Birmingham than we thought existed. There is undoubtedly an opportunity for some manufacturer to step up alongside this leader."

#### A PARTICULAR JOB FOR ADVERTISING IS SUGGESTED

As the adding machine salesman calls and suggests a particular model to get out certain work quicker or at less expense, so the advertising salesman suggests a particular job in which advertising space can be used. Among four or five manufacturers to whom such a situation is explained, it is practically certain that one will be found willing to make the extra expenditure and effort to increase business.

Several weeks later the advertising is scheduled, and the manufacturer's salesmen come in to cover the city. They are invited to the newspaper office, given a portfolio with proofs of the advertising, and information about distributors, as well as a talk designed to sell them the community and the newspaper:

"Gentlemen, you may not know much about Birmingham," says the advertising manager or research man. "In fact, some of you may never have been in our city. You are going out among our merchants to sell, not simply your own product, but also the prestige and power of the Birmingham *News*. Your proposition is 50

# ADVERTISING

## Overcoming Resistance

**W**ITH many people, the fact that they have never bought a certain brand of merchandise is a reason for never buying it.

**S**UCH conservatism is one of the forms of sales resistance. There are many others; most products have certain unique prejudices to overcome.

The retailer, though he may approve your merchandise, cannot find time to persuade his customers to his views.

Overcoming sales resistance is a function of national advertising. In certain merchandising problems in our experience it has been the most successful influence in establishing new habits of buying, creating a market in which the work of the manufacturer's salesmen is vastly more effective.

THE MOSS-CHASE CO., 425-27 Franklin Street, Buffalo, N. Y.

# MOSS-CHASE



# A Remarkable Specimen Book of Color Advertising Campaigns

Now on Press

To be sent only to General Advertisers,  
Advertising Agencies and their Staffs.

For the advertiser wishing to review the Color campaigns which by advertisers' testimony have out-pulled black and white many, many times.

—for the Advertising Agency Art Director interested in studying the technique and craftsmanship employed in recent outstanding Color advertising successes.

—for the Advertising Agency Executive interested in analyzing merchandising and marketing angles, powerfully translated by the medium of Color.

It will comprise a complete Text Book and Specimen Portfolio of Color advertising—including actual reproductions of many successful Color campaigns, in whole or in part, just as they appeared in the magazines.

The book will not be offered for sale; nor will it be mailed broadcast. It will be sent on invitation only to general Advertisers and Advertising Agencies. Limited edition.

*To make sure of your copy, ask for it now.*



**Ruggles & Brainard Inc.**

**Color Pages**

*In The Quality Group*

200 Fifth Avenue  
New York

per cent soap and 50 per cent advertising. You will soon discover that the *News* is regarded with a respect and friendliness not enjoyed by every newspaper. Merchants read it themselves, and know that their neighbors and customers read it, and value its influence behind any merchandising proposition. In fact, Birmingham might be regarded as a one-newspaper city—we have competitors, but the *News* stands far above them in prestige and circulation."

With that sort of introduction, and the research department information about merchants, a manufacturer's sales crew gets more directly at its work, does a better job, and leaves town with a peculiarly friendly feeling for the newspapers and the city.

The "digger" type of salesman becomes a specialist. A specialist in merchandising methods—he is constantly calling around among the merchants, sales agents and jobbers, getting their views. A specialist in people—how merchandise and people affect each other is a field of research more absorbing than the "Statistical Abstract" or the "business cycle." And a specialist in one or more industries, such as automobiles, food products or textiles, making acquaintances in such trades, learning their lingo and keeping in touch with their market problems.

"It is wrong to route advertising salesmen geographically, as so many publishers still do," a sales director said. "Ten years ago a man working in New England or out of Chicago could keep track of most advertising in his territory, the big accounts in textiles, automobiles or farm implements, and the miscellaneous accounts of the growing advertisers in fifty different lines, from machine tools and cranberries to mail-order stoves and furniture. But today the fellow up in New England might work on textiles alone, and have some of the Southern mills included in his territory, while the Chicago salesman, liking automobile problems and specializing in them, would

work in and around Detroit, with side trips to Eastern motor centers.

"An amusing incident occurred some years ago when one of the publishers began missionary work in the textile field. Textiles were advertised hardly at all then. The cotton, woolen and silk manufacturer insisted that his product was non-advertisable—that he didn't even know how to begin trade-marking it. A convention of textile men was to be held in an Eastern city. This publisher's advertising manager pleaded for an entertainment fund—those were pre-prohibition days—but with great difficulty he got money for a few boxes of good cigars. Showing up at the convention, he found a gathering of sober, earnest mill treasurers intent upon their management and money problems, rather shy when approached with the glad hand. Being a sensible fellow, and one of the best advertising salesmen in the business—which he still is—he earnestly set to work to understand the textile men and learn their problems and psychology."

#### HOW ADVERTISING SALESMEN RANK

Comparing him with other salesmen, the advertising man ranks well. The office-appliance salesman puts the new model on your desk, with your permission, and lets you punch the keys. The specialty salesman introduces a new food article, opens a package and lets you taste. The department store buyer displays his merchandise and lets it exert the fascination of merchandise upon you.

The chief difference between the advertising salesman and other salesmen is that the former has almost nothing tangible to show. He must sell by presenting evidences of things not seen. Therefore, he is going forth crammed with data—he speaks in figures, and his path is a curve.

He is really doing for himself today, or having done by the organization behind him, what the life-insurance salesman did years ago. Insurance canvassing was originally a casual job, requiring

no special training or skill. The old-fashioned insurance canvasser had liberal commissions. He prospered until something still remembered as the Hughes investigation tumbled down the insurance sales structure like an earthquake. Then insurance selling was put upon educational lines and carried to volume exceeding the wildest dream of insurance men twenty years ago.

With something quite as subjective to sell, the advertising salesman is developing methods that make it objective and tangible—and he is getting there!

### British Railway Advertises to Tourists at Source

WHEN Mr. Jones goes abroad he has a very clear idea as to which steamship he prefers to sail upon. He isn't interested in shipping. He's a very average American. But the advertising done in various publications that he reads has indelibly impressed upon his memory the majesty and comforts of certain ocean greyhounds.

Now when he reaches the other side of the Atlantic, like most tourists, he begins poring over railway time tables, guide books and other literature. Chance attends to practically all the details of his tour outside of visits to landmarks fixed in memory since school days.

But this summer Mr. Jones has a definite objective in mind after arriving in London. Since February the advertising of the London & North Eastern Railway of England and Scotland has been implanting an idea in his mind.

This British railway has taken a leaf from the advertising of steamship lines and is seeking American tourist business at its source. But comfort and service and like appeals are laid aside. The problem of a copy appeal is solved with a bull's-eye hit at an American's weak spot—pride in his native land.

"Your Link with the Past"

reads a caption of one advertisement. "Every American citizen," the text continues, "has a personal link with the Eastern counties of England. The early New England settlers came from there and the whole region is full of real interest to Americans."

"Trace your Country's History on the Spbt!" suggests another. "There's an important chapter in American history written in bricks and stone. You'll find it in the ancient cities and old-world villages of Britain. The London & North Eastern Railway takes you there."

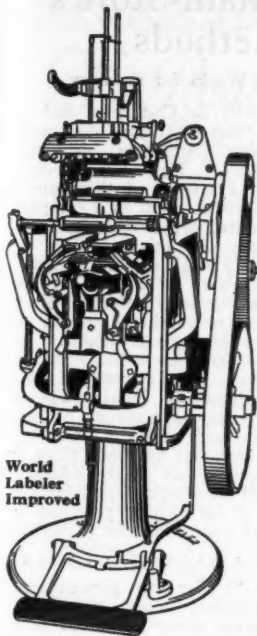
Discovering America in England for Americans is the unique and praiseworthy purpose of this series. Its advertising is appearing in small space in a dozen magazines of widely divergent appeal and in newspapers of thirteen cities, all of which, with the exception of St. Louis, are east of the Mississippi River.

Regarding "Places you must visit," one insertion states: "Compared with the United States, Britain is a small country, but the places that interest the American visitor are often so hidden away that he overlooks them—until too late. Ask the man who knows them all—Communicate with Ketcham."

"Ketcham," always in heavy black type, refers to H. J. Ketcham, general agent of this railway for the United States and Canada.

The space used is a column by three inches. The borders, hand-drawn, vary in every advertisement. "Plan in advance, leave nothing to chance," is a thought frequently stressed. Both railroad and automobile tours have been prepared expressly for American visitors, embracing all the historical and beauty spots which Americans ought to see. Booklets giving detailed information are offered on request.

Irving R. Smith, who has been elected vice-president of the Los Angeles Advertising Club, is advertising manager of the *Los Angeles Times*. It was erroneously reported that he was advertising manager of the *Los Angeles Herald*.



World  
Labeler  
Improved

## The labeling machine for busy manu- facturers

The World Labeler Improved is universally accepted as the standard labeling machine by manufacturers who demand fast and economical labeling.

It is built to label bottles, jars, boxes and cartons neatly and uniformly; to increase production and lower labor costs.

### *Two Important Features of the World Labeler Improved*

1. Attaches body or *body and neck* labels in one operation.
2. Has average of 45 bottles per minute.

For profitable and satisfactory labeling get the World Labeler Improved. Send for full particulars, stating capacity and requirements with samples of your labeled products.

**ECONOMIC MACHINERY CO.**

8 Grafton St., Worcester, Mass.

# WORLD LABELER

# An English Chain-Store's Selling Methods

Vast System of Lord Vestey Works for Economy

*Special Washington Correspondence*

**A**FTER analyzing methods of distribution both in this country and abroad, Charles J. Brand, consulting specialist in marketing for the Department of Agriculture, is convinced that American packers can reduce the cost of selling fresh meats to the public by adopting the general plan of the Vestey stores, a chain of 2,500 retail meat shops in the United Kingdom, with the addition of intensive selling effort and advertising.

During an extensive trip through Europe last year, Mr. Brand made a special study of England's largest and most successful chain-store system, and many of the facts he discovered strongly indicate that the cost of retailing meats in this country is much higher than it should be.

Furthermore, the field in America is so promising that the Vestey interests are reported to be seriously considering the establishment of a plant in this country. "At the present time," Mr. Brand said recently, "the Vestey or closely allied interests own or partially control one or more packing plants in the Argentine, Uruguay, Brazil, Venezuela, Patagonia, Australia, New Zealand, South Africa, Canada and China. And when I talked with Lord William Vestey, he did not deny the rumor that he was negotiating for a plant in the United States. In fact, his evasion might have been regarded as tantamount to admission."

Undoubtedly this prospective move on the part of the Vestey organization has been encouraged by the fact that the five largest packers in this country are prohibited from engaging in the retail business by the very much discussed packers' consent decree, entered by the Supreme Court of the District of Columbia, in the case of the United States against

Swift & Company and others.

"But the decree does not affect other American packing concerns," Mr. Brand continued, "and several of them are selling meats at retail in a comparatively limited way. One packing company in this country operates forty retail shops. Several others operate from one or two to twenty-five or thirty. Many grocery chains handle meats and find the business profitable.

"Statistics indicate that no less than 10 per cent of the total volume of retail trade in this country is made up of meat and livestock products. Our total bill for meats and lard alone in 1922 was about \$3,264,364,000, while all commodities sold in this country during that year had a value of approximately \$36,400,000,000.

## A WAY TO HELP LOWER PRICES

"Under our present system of retailing meats, the ideal of a great many operators is a large margin on a small volume. Slow turnover and high unit operating costs are the result, which is reflected in high retail prices, and it is obvious that measures which will reduce the number of retail meat concerns and increase the size of the remaining ones, with a corresponding increase in the individual volume, can materially aid in reducing meat prices to the consumer."

Mr. Brand thinks that it would be possible to effect a saving of 10 per cent, or about \$300,000,000 a year, on the present retail selling prices of meats through the development of large retail organizations. He pointed out the advantages in obtaining supplies, in all fixed and overhead charges being carried by greatly increased volumes, in the guidance of expert executives, in the more rapid turnover of stocks, and in the more efficient merchandising; and he cited the achievements of the



# The Reasons for Our Pre-eminence

IN THE short space of two years the HADDON PRESS has attained pre-eminence in its field. This may be attributed to two main factors: VISION and SERVICE. Vision to foresee the need—ability to execute the deed.

So often has this been demonstrated to a rapidly growing clientele that today HADDON PRESS is a factor of national importance in the publication and printing field.

HADDON PRESS numbers among its customers many of the largest and best known buyers of big edition printing and publishing in the Eastern section of the United States.

To these buyers we bring expert executive and manufacturing service—the most complete mechanical equipment.

Our output, whether big edition printing in black or colors, or publication printing and binding, will measure up to the highest standards.

The location of our plant for rail and water shipping guarantees prompt deliveries to all points.



## Haddon Press

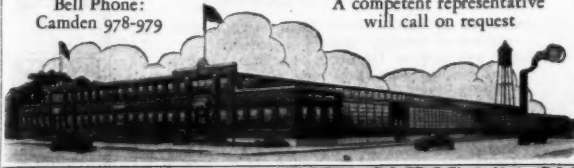
INCORPORATED

Where Federal crosses Nineteenth Street

CAMDEN, NEW JERSEY

Bell Phone:  
Camden 978-979

A competent representative  
will call on request



# THE POWER OF PRINT

## *Are You Making the Most Effective Use of It?*

Do you want people to read your advertising? Then make it readable. That is half of good typography. The other half is to make it beautiful.

Linotype Typography does both. Linotype faces achieve character and distinction without any sacrifice of legibility. Linotype decoration creates the right atmosphere without grabbing attention for itself.

Linotype Typography can help you plan printed pages that people will both admire and want to read.

### MERGENTHALER LINOTYPE CO.

*Department of Linotype Typography*

461 EIGHTH AVENUE -- NEW YORK CITY



*Linotype literature that will help you plan more effective typography is yours for the asking. Check the items you would like us to send you, and clip to your business card or letterhead.*

1. ONE-LINE SPECIMEN BOOK AND SUPPLEMENT—A catalogue of Linotype Faces.
2. COMPLETE SET OF DE LUXE SPECIMEN SHEETS—A more complete showing of some of the more popular families: Benedictine, Bodoni, Caslon Old Face, Elzevir No. 3, Franklin, Lining Gothics, Old Style No. 7, Scotch.
3. LINOTYPE DECORATIVE MATERIAL—A catalogue of borders and other decoration classified according to family.

*Composed  
entirely on the  
LINOTYPE*

890.24.7-J

Vestey stores as an example of the possibilities in the direction of more economical selling.

"Besides the great chain of retail shops," he said, "the Vestey interests own ranches, packing plants, ocean steamships, cold storage warehouses, and wholesale establishments. And during my investigation I learned that there have been periods when only the retail end of the business paid a profit.

"In this country we have a retail store for every 100 of our population. While the average annual volume of business is about \$30,000, we estimate that the average of the largest class, the small stores and meat shops, is less than \$10,000. This condition, with our high percentage of failures in retail trade, shows the need for larger operating units, and the Vestey success undoubtedly indicates the economic advantages of centralizing the control, so far as practicable, of all of the processes of the meat packing and selling industry.

"Cold storage is, of course, es-

sential to the packing business, and the largest single enterprise in the cold storage field of the United Kingdom is the Union Cold Storage Company, Ltd., which is controlled by Lord Vestey, Sir Edmund Vestey, his brother, and their associates. Of the total cold storage space in the United Kingdom, this company owns or controls nearly 33 per cent.

"The parent company, Vestey Brothers, Ltd., was formed in 1915 with a nominal capital of approximately £1,170,000, and there are now nine other companies engaged in various activities of the industry that are owned or controlled by the Vestey interests. The entire organization has enjoyed a rapid growth. The authorized and issued capital of the Union Cold Storage Company, for instance, up to its latest action, was £4,780,000, and the preferred shares were sold to the public in several classes, paying 6, 7 and 10 per cent in dividends, according to class. The common and controlling shares are owned

## "FOLLOW THE LAYOUT"

WE strive to come as close to a layout, as is possible, considering mechanical handicaps. ¶ We have no printer's tradition to uphold, by doing certain things only in a prescribed way. ¶ Our object is to aid the visualizer produce with metal, what his imagination has already conceived. ¶ This is an important service, and no one will recognize it sooner and take advantage of more quickly, than the lay-out man.

*The*  
DIAMOND  
PRESS

*Chelsea*  
8778-8779  
3771

106-110  
Seventh Ave  
N.Y. City

privately and, during the last few years, have paid dividends at the rate of 10 per cent.

"The records of all of the companies show a progressive success under the Vestey control. The fleet of refrigerated steamers is owned by the Blue Star Line, Ltd., and is composed of seventeen vessels with a total refrigerated capacity of 5,675,000 cubic feet. It is understood that several other ships are under consideration for purchase, and that this department of the business will soon be further developed.

#### COMPETE WITH WHOLESALERS AND RETAILERS

"The Vestey interests compete with the wholesalers to whom they sell as packers, and with the retailers to whom they sell as distributors. They do not find any prejudice against them worthy of notice because of this, and their business is growing by leaps and bounds in spite of what they regard as keen competition. Their practice of retaining the old names of the shops and

other enterprises they buy may play a part in this situation; but Lord Vestey told me that, in the English trade, at least, the consumer invariably bought from the store that furnished him with what he wanted at the most reasonable price, and under the conditions that suited him best.

"The Vestey interests have not attempted to bring about any changes in the purchasing habits of the British public. While they minimize service to keep costs down, they do not carry this to the point of absolute policy. Originally, the stores were confined to a considerable extent to the poorer districts, where service is not generally demanded, but during recent years there has been a distinct trend into the better residential sections, and the greatest development of the chain is now in that direction.

"The organization of the stores is according to districts. The entire retail business is in direct charge of Lord Vestey's personal assistant, who has under him the managers of each district to whom

## Gains upon Gains

**THE  
WASHINGTON  
HERALD  
HAS THE  
LARGEST SUNDAY  
CIRCULATION  
IN THE CAPITAL**

When a newspaper does better than its best, it is bound to be good. This is precisely what the Washington Times is doing. In 1923 the Times gained 1,250,000 lines of advertising, and every month so far in 1924 has shown a gain over the corresponding month in 1923.

# The Washington Times

G. LOGAN PAYNE CO., *Western Representative*  
PAYNE, BURNS & SMITH, *Eastern Representative*

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## *Lithographed Letterheads Reflect Stability and Responsibility*

That's one of the reasons why they have been adopted by a large proportion of the business concerns throughout the country. Another reason is that lithography permits of perfect reproduction of any illustration or trade-mark, all details being shown more sharply and clearly than can be obtained by any other process.

We have been producing high-grade lithographed commercial stationery for over a score of years. Our customers know that they can always depend upon the quality of our work and, furthermore, that our prices are right!

When you are again in need of letterheads, billheads or other stationery, let us quote you on doing the work by our high-grade lithographic process. Send us a sample of your present stationery and we will give you an estimate and submit samples of our work.

**BROOKS BANK NOTE COMPANY**  
Springfield, Mass.

New York

Philadelphia

Boston

# **BROOKS LITHOGRAPHED STATIONERY**

*Also Makers of Lithographed Folding Boxes, Labels,  
and Window Display Advertising*

the individual shop managers report. The central office selects only the district managers who, in turn, select the store managers, and they employ their own shop assistants. At least nine-tenths of the employees receive their compensation in the form of straight salaries. No bonuses are given, and employees are not, in any sense, made partners in the business. A very small number receive a commission on the volume of their shops; but Lord Vestey believes that the salary is the most satisfactory basis of employment.

"Very few of the employees are placed under bond, and none of the shop managers. A careful system of inspection is maintained, and dishonesties, when discovered, mean dismissal or prosecution. The loss through theft or the mishandling of funds is negligibly small.

"Each shop manager is trusted to order the products required by his unit, but only whole carcasses, halves and quarters are issued to branches. It is the company's

experience that the best way to sell neglected cuts to advantage is to have the largest possible number of shops responsible for disposing of them. As each manager orders twice a week, the shops are practically cleaned up every third day. What is carried over is reported, and it is written down at so low a value as to practically always yield the price ascribed.

"The accounting requirements are very simple. The central office is advised twice a week as to exactly where each shop stands. Cash returns are made every Monday and Wednesday, and profits throughout the chain are promptly determined. The English public is, to a considerable extent, accustomed to receiving credit, but it is customary to pay bills weekly, and the credit losses of the stores are small."

As to the total volume of business conducted by the stores, Mr. Brand was not at liberty to state the figures disclosed by his investigation. But he was emphatic in his assurance that the Vestey



**D**RAWINGS in Pen and Ink,  
Wash, Dry-brush and Color  
for Newspapers, Magazines, Posters  
and Booklets.

Pictorial Retouching of the most  
convincing kind

**LOHSE · BUDD**

*Advertising Artists*

405 LEXINGTON AVE. NEW YORK CITY MURRAY HILL 2560

# The Folding Is Important Too

Good folding is as necessary for your advertising literature as good printing.

It is an important part of the work of producing attractive folders, booklets, broadsides and similar material, because—

If the folding is inaccurately or carelessly done, the value of the piece is correspondingly lessened, and besides, it gives the recipient a wrong impression of the firm sending out the literature.

If your printer owns a Cleveland Folding Machine, or has his folding done by one of the many owners who take in job folding, he is able to give you the accurate and attractive folds that will be a credit to your printed material.

And in addition he will be able to give you just the kind of service that you need when you are in a hurry—speed.

Furthermore, he can give you unusual sizes in booklets, such as 12-page, 20-page, 28-page and 40-page. Sometime you may need one of these sizes because your copy may run over or under the 16-page, 24-page or 32-page forms.

If your printer does not own a Cleveland Folding Machine, we will appreciate it if you will give us his name and address so that we can tell him where he can have folding done on a Cleveland by a local job folding house.

The Cleveland will make all the folds made by all the other folding machines, and a great many that none of them can make.

## **THE CLEVELAND FOLDING MACHINE CO.**

1929-1941 East 61st Street

CLEVELAND

OHIO

# STRAIGHT and TRUE to the MARK

¶ Sanitary and Heating Engineering strikes straight and true to the Mark.

¶ No side issues—strictly specialized—catering to the needs of the Sanitary and Heating Engineer alone.

¶ Serving over 7,000 employing and contracting Sanitary and Heating Engineers, who purchase over \$98,000,000 of Plumbing Goods, Steam and Hot Water Heating Boilers, Radiators, Valves and Accessories per annum.

¶ Truly a market worth cultivating!!!

## SANITARY *and* HEATING ENGINEERING

Member A. B. P.

Member A. B. C.

Member N. P. A.

*Published Bi-Weekly*

45 West 45th Street

New York



organization has demonstrated by its methods the most economical distribution of meats he has ever studied.

### Better Business Bureau Puts Files at Dis- posal of Banks

TO further the availability of its service in fighting the activities of fraudulent stock promoters, the Boston Better Business Commission has placed its records at the disposal of the savings banks of Boston. The savings bank committee of the Commission has written to the savings banks as follows:

"The Commission, in two years of investigation of stock promoters and promotions, has built up a valuable file. We believe that if this information can be available for your depositors and small investors, it will save them from risking their money in unwise speculation. Furthermore, their inquiries will bring to light evidence of misrepresentation by stock salesmen which the Better Business Commission may check up and, if the law has been violated prosecution could be undertaken. Such co-operation would make the work of the stock fakir unprofitable.

"We suggest then, that you tell your depositors, 'Before You Invest—Investigate,' and that you offer to do the investigating for them. All this means is to ask the Boston Better Business Commission for information which will be furnished you to report to your inquirer."

"By obtaining the co-operation of our savings banks in our plan of 'Before You Invest—Investigate,' the committee states, 'we are protecting a great part of the resources on which the cheats and high-pressure promoters depend for their livelihood.'"

### "National Income Tax Magazine" Appoints H. N. Summers

Herbert N. Summers has been appointed advertising manager of *The National Income Tax Magazine*, Chicago.

# "Punch"

*"The Foremost Humorous  
Journal of the World"*

AMERICANS attending the International Advertising Convention in London who are interested in securing world-wide distribution for their goods, should not fail to investigate the claim of "PUNCH" to be the best advertising medium for this purpose.

The Advertisement Manager of "PUNCH" will be happy to give the fullest information.

MARION JEAN LYON

Advertisement Manager, "PUNCH"

10, BOUVERIE STREET  
LONDON, E.C. 4., ENG.

## When Stock Selling Must Have Government Sanction

**In Pennsylvania All Dealers in Securities Must Obtain Registration and Approval at State Banking Commissioner's Office and Copies of All Advertisements Must Be Filed at That Office**

A PROVISION of the Pennsylvania Securities Act of the most far-reaching importance to advertising agencies and advertisers which has not been literally enforced heretofore, owing to the press of work in organizing the Securities Bureau and enforcing more important provisions, is likely to be called to their attention in the near future. Within the next few months the Bureau probably will have disposed of an accumulation of special hearings and investigations incident to the enforcement of the act during its first year, and as these will not be so numerous in the second year there will be more time to devote to certain features of control such as the advertising section referred to.

The Securities Act was passed by the 1923 Legislature and went into effect officially August 1, 1923. In some of its features it follows the lines of "Blue Sky" legislation in other States. Sale of securities except those already authorized by Federal enactment is prohibited except under permit by the State Banking Commissioner. About 1,300 applications for dealer permits have been filed to date. Of this number 661 covering established brokerage houses and corporations such as the public utilities have been granted. The Commissioner has denied 320, and some 288 are being delayed pending investigation and the production of proof that the securities issues involved are equitable to the possible purchasers.

Section 14 of the act makes it mandatory even on those to whom permits have been issued to file with the State Banking Commissioner a copy of any advertise-

ment, of whatever nature, that is to be circulated within the State. According to officials of the Securities Bureau this provision, which follows, is to be literally enforced:

Section 14.—No dealer, agent or salesman shall issue or publish within this State any circular, advertisement, pamphlet, prospectus, program or other matter in the nature thereof, concerning any security or securities which such dealer handles or proposes to sell, until such dealer shall have been registered or temporary permission obtained as in this act provided. Nor shall any dealer, agent or salesman issue or publish within this State any circular, advertisement, pamphlet, prospectus, program or other matter in the nature thereof, concerning any security or securities to be sold or offered for sale, unless the name of the dealer shall be subscribed thereto, and a true copy thereof filed in the office of the commissioner or deposited in a United States postoffice, properly enclosed, envelope addressed to the Commissioner of Banking, at Harrisburg, Pennsylvania, with the postage duly prepaid thereon. Nor shall any dealer, agent, or salesman issue or publish within this State any circular, advertisement, pamphlet, prospectus, program or other matter in the nature thereof, after notice in writing given to him by the commissioner that, in the commissioner's opinion, the same contains any statement that is false or misleading or otherwise likely to deceive a reader thereof.

Violation of the act or any of its provisions is punishable by a fine of not more than \$1,000 except where fraud is shown, when the fine is \$5,000. Prison terms of one to two years are provided by the act for violations. In a paragraph of Section 12 specific prohibition is made of the use of registration for advertising purposes, as follows:

No dealer, agent or salesman shall use the fact of his registry, by public display or advertisement, except as hereinafter expressly provided, or the registry certificate, or any certified copy thereof, in connection with any sale, or effort to sell, any security, except to a prospective customer upon such customer's request.

The express provision referred to covers the mandatory posting of the dealer's registry certificate in his place of business, and of duplicate certificates in branch offices.

A point of interest in the operation of the act is that the refusal of the State Banking Commissioner to issue certificates to 320

# HYLOPLATE

## HYLO ENGLISH FINISH

### Superior printing papers

Kimberly Clark Company's  
bleached refined  
groundwood process

The paper merchant in your territory, named below, gladly will send you printed samples showing actual results from halftone screens of from 100 to 150 lines.

**ATLANTA**  
The Chatfield &  
Woods Co.

**BUFFALO**  
The Ailing & Cory  
Co.

**BUTTE**  
Minneapolis Paper  
Co.

**CHICAGO**  
Bradner Smith &  
Co.

Chicago Paper Co.  
Parker Thomas &  
Tucker Paper Co.  
Swigart Paper Co.

**CINCINNATI**  
The Chatfield &  
Woods Co.

**CLEVELAND**  
The Petrequin Paper  
Co.

**DALLAS**  
Graham Paper Co.

**DENVER**  
The Carter Rice &  
Carpenter Paper  
Co.  
Graham Paper Co.

**DES MOINES**  
Carpenter Paper  
Company of Iowa  
Western Newspaper  
Union

**DETROIT**  
Beecher Peck &  
Lewis

**EL PASO**  
Graham Paper Co.

**FARGO**  
Western Newspaper  
Union

**INDIANAPOLIS**  
Crescent Paper Co.

**KANSAS CITY**  
Graham Paper Co.  
Kansas City Paper  
House

**LINCOLN**  
Lincoln Paper Co.  
Western Newspaper  
Union

**LITTLE ROCK**  
Western Newspaper  
Union

**LOS ANGELES**  
Western Pacific  
Paper Co.

**LOUISVILLE**  
Southeastern Paper  
Co.

**MILWAUKEE**  
The E. A. Bower Co.

**MINNEAPOLIS**  
Minneapolis Paper  
Co.

**NASHVILLE**  
Graham Paper Co.

**NEW ORLEANS**  
Graham Paper Co.  
E. C. Palmer & Co.,  
Ltd.

**NEW YORK CITY**  
The Canfield Paper  
Co.

**OKLAHOMA CITY**  
Kansas City Paper  
House  
Western Newspaper  
Union

**OMAHA**  
Carpenter Paper Co.  
Field-Hamilton-  
Smith Paper Co.  
Western Paper Co.

**PHILADELPHIA**  
The Canfield Paper  
Co.

**PITTSBURGH**  
The Chatfield &  
Woods Co.

**PUEBLO**  
Colorado Paper Co.

**ROCHESTER**  
The Ailing & Cory  
Co.

**SALT LAKE CITY**  
Western Newspaper  
Union

**SAN ANTONIO**  
San Antonio Paper  
Co.

**SAN FRANCISCO**  
General Paper Co.

**SIOUX CITY**  
Western Newspaper  
Union

**ST. LOUIS**  
Graham Paper Co.

**ST. PAUL**  
E. J. Stillwell Paper  
Co.

**TOLEDO**  
The Commerce  
Paper Co.

**WICHITA**  
Western Newspaper  
Union

Easy to find—easy to print—easy on the budget

applicants and the withholding of permits to 288 others has not visibly affected the "tonnage" of financial advertising. This in itself is a significant indication of the type of promotion refused registry so far. The act, however, has had the effect of reducing direct-mail advertising, in spite of the fact that fraudulent advertisements of this character already were under the ban of the United States Postal Inspection service before the Pennsylvania Securities Act was passed.

A survey of the pulling power of financial advertisements in Pennsylvania today as compared with conditions existing prior to the passage of the act ought to yield some interesting figures. For instance, within a few months after the act went into effect the Bell Telephone Company of Pennsylvania offered to its subscribers a special issue of \$20,000,000 worth of stock, limited to lots of \$200 to each individual subscriber. Plans were made for a long campaign, and a series of advertisements was prepared for use in

event the sale was continued over a long period. In two days it became evident that the issue was being snapped up more rapidly than anyone had anticipated, and in four days the campaign was ended, large newspaper advertisements announcing that the issue had been over-subscribed three times. Orders for \$62,000,000 worth of stock had been taken by that time and it was necessary to work out an allotment plan. Stock of the American Telegraph and Telephone Company was offered to all purchasers to make up the total of their orders but of course, they were not required to accept this.

When the Bureau is in a position to devote all its energies to the advertising provision of the act a further suppression of "fly-by-night" circulars put out in newspaper and magazine form, is expected. The tonnage of this sort of thing in Pennsylvania already has been considerably reduced, thus leaving the field clear to the advertisements of legitimate issues through legitimate channels.

## Printing!

**W**ALKING to the Hudson shore, looking at our magnificent battle fleet, my mind goes back to the Black Hulls of my boyhood, then the "White Squadron" before the Spanish War,—now the Gray Monsters with their terrible guns, so different in their stark simplicity from the richly decorated Bronze Cannon we captured at Manila.

### SO IT IS WITH PRINTING

The weak, vain Printer tries to flourish his fancy type and scrollwork: we who write ads. *Know* that it's the powder in the gun, the muzzle velocity, the brain in the story, that makes an ad—not the scrollwork of a printer. Which is why

NATHAN EIBSCHUTZ, *President of*

## THE NIGHT AND DAY PRESS

175-177 Wooster Street

gets all my Printing: he gives me plain type—like plain Guns in our plain Battleships.

Grandfather Wm. F. Peters, for our 3rd Generation

PETERS BROTHERS RUBBER COMPANY, Inc. • Brooklyn, N.Y.

# Resolute Ledger

**M**ODERN DEMANDS! The development of new bookkeeping appliances has created an increasing demand for ledger papers that will meet the new conditions. You will find in **RESOLUTE LEDGER**

- Sheets stiff enough to stand upright in the machine racks, yet thin enough to minimize the bulk of your loose-leaf ledgers.
- Sheets that will stand constant handling without tearing!
- Sheets that will stand up under harsh erasing, and still leave your records clear and legible.
- Sheets with a surface that not only rules easily in the ruling plant, but will take with a neat, clear impression either the figures of your bookkeeping machines or the ink notations of your clerk.


These characteristics embodied in **RESOLUTE LEDGER**, and coupled with its moderate price, have made it the preferred choice of thousands. It meets the changed conditions admirably. *Try it!*

*"Note the Tear and Wear as well as the Test"*

## NEENAH PAPER COMPANY

Makers of  
OLD COUNCIL TREE BOND  
SUCCESS BOND  
CHIEFTAIN BOND  
NEENAH BOND

*Neenah, Wisconsin*

Check the  Names

WISDOM BOND  
GLACIER BOND  
STONEWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



## SAVING TIME IN SPACE BUYING

It costs money to sell space, and it costs money to buy it. The A.B.C. saves the time and therefore the money of both the space seller and the space buyer.

There is no argument regarding either quantity or distribution or circulation when the publisher or his representative can place an A. B. C. report before the advertiser.



There is no juggling, no generalizing, no evasion on the part of the publisher, no hesitation, no suspicion, no discounting, on the part of the buyer. *That* question is disposed of!

In the business-paper field, analysis of circulation by occupations indicates kind as well as quantity of circulation, and furnishes another advantage to the buyer and to the seller of space.

Write for a copy of

**"THE MEASURE OF YOUR MESSAGE"**

**AUDIT BUREAU OF CIRCULATIONS**

**202 SOUTH STATE ST., CHICAGO, ILL.**

# For Manufacturers Interested in Better Window Displays

A Report on What Display Managers of Retail Stores Are Doing to Better Their Calling

THE close relation of store display to the advertising in newspapers, magazines and other mediums was emphasized by Joseph F. Melia, advertising manager of the *Buffalo Evening News*, at the annual convention of the International Association of Display Men held at Buffalo, June 23 to 26. Therein, according to Mr. Melia, is the greatest responsibility of the display man—so to correlate his displays with advertising that the final buying impulse will be given the customer when he pauses outside the display windows for a moment before entering the store.

The store buyer goes to the great markets and spends his firm's money to the best of his ability, procuring the values, the styles, novelties and lines that, in his belief, will attract business, make money and create friendship for and confidence in the establishment he represents. The merchandising and advertising departments of the store contribute of their experience, brains and genius to interest the public in the goods through newspapers and other means, reaching in the larger cities hundreds of thousands and even millions of prospective buyers, interesting them, convincing them and inducing them to come to the store ready to spend their money for honest values. At that stage of the proposition the whole matter is placed in the hands of the display manager and on him devolves the very important function of making a success of the final contact before buying of the customer with the store—the visual contact.

Mr. Melia pointed out the vast opportunity for increasing store business through tying up window displays with the campaigns of national advertising being run by the manufacturers themselves, and said that it was the duty of the

display man to follow closely newspapers, magazines and other advertising mediums for such campaigns so that his windows might always be used to the greatest possible advantage. He must be continually in close contact with the advertising department of the store, and there must be as close as possible to 100 per cent co-operation between the display department and every other branch of the business, if the store is to succeed.

Along somewhat related lines, and likewise carrying a message for the manufacturer who spends good money devising store and window displays to advertise his products, was the talk of Karl Amdahl, of the Palace Department Store, Spokane, Wash., a man who has been twenty-seven years in the display profession.

## SALES EFFORT BEFORE BEAUTY

"The most important window is the window that will sell goods," the speaker declared. He stressed the vital importance of putting real merchandising effort into a window display as compared with building one that is merely attractive or just beautiful.

And throughout the four days' session there ran this undercurrent of thought of putting something more into a window than artistic conceptions and colorful effusions, while many of the demonstration displays evidenced how thoroughly a well-thought-out window can play up the merchandising angles of the goods to be sold and build prestige for the store.

Mr. Amdahl began his long service as a window display man when, as an immature youth, he decided he would no longer attend school. He said he was given a place in the display department because even at that age a boy could be useful, while his

services came very cheaply. But he predicted that this condition would not exist in the future and that the time would come when store proprietors would demand that a man have a college training in business subjects before starting to learn the practical side of window display work. If the display man knows just the mechanical side of window dressing and hasn't a proper understanding of merchandising principles, he can never hope to make a success of the business, the speaker claimed.

Speaking on "The Pathway to Promotion," J. A. Jervis, of Murphy, Gamble Company, Ottawa, Canada, said that the most direct route to advancement in the display profession, as in others, was complete mastery of the subject. It is not enough that a display man understand just the technique of windows, he should understand other branches of advertising and merchandising and all the divisions of his own subject, show-

card writing, color harmony, draping, lighting and the like. The man who makes himself capable of directing the store's other advertising, as well as its display windows, has made himself much more valuable to his employer and is sure to win recognition in some way, the speaker said.

Francis B. Frazee, of the Larkin Company, spoke on "The Human Touch." The human touch in window displays gives to a store that priceless individuality that builds the great institution, Mr. Frazee said. Personality can be built through window displays, especially when they harmonize with personality-building newspaper copy and direct-mail effort. Mere beauty of display will not suffice; it must have the touch that stirs heart-strings. The display man must visualize the reactions of the public to his efforts. Each display man must consider himself the voice of his institution and he must be able to inter-

# 申報

The  
SHUN PAO



China's Oldest  
and Largest  
Vernacular  
Daily, Issued  
in Shanghai

## "EAST and WEST"

What is custom in China may not be so in America. In advertising, a special vernacular edition appeals more to Chinese readers and advertisers than it does to Americans. The SHUN PAO

### REPUBLICAN ANNIVERSARY EDITION

issued in Shanghai on Oct. 10 is the greatest advertising medium of the Far East on that day of the year. To further American trade and prestige in China, The SHUN PAO has inaugurated the following sections, in which you may profitably advertise at moderate cost:

Machinery (Road and General)	Paper Books	Flour Mills
Office Appliances	Financial	Toilet and Medical Articles
Chemicals and Dyes	Motor Cars	Hotels and Travel

*Forms close in New York on August 30.  
Firms desiring to use this timely publicity should communicate at once with*

American Office

**WORLD WIDE NEWS ASSOCIATION**

303 Fifth Ave.

New York



# LOOK OUT

## *for the Advertisements!*



IT MIGHT HELP if the publishers would put up warning signs across the roadways of reading matter directing attention to advertisements.

But the best you can hope for is full position, right hand page, at the top. If you get it you're lucky. The advertisements just have to *look out* for themselves. They have to have enough visual personality to attract and hold the reader's interest.

The difference between merely having your advertisement "set up", and having our expert typographic touch applied to it, is the difference between a hand-tailored custom suit and a one-flight-up ready-made suit.

It costs only a little more to have your advertisement look right. It will bring better results. Why not let our typography talk for you?

**WIENES TYPOGRAPHIC SERVICE**

INCORPORATED

203 West Fortieth Street, New York

Telephone Longacre 7034

Our all-night-service insures quick mailing of proofs to out-of-town clients.

# Want more sales?

If you sell to manufacturing plants we would be glad to show you an idea that we have just worked out for a manufacturer, which is going over most successfully. It is developing 10% returns and we anticipate the aggregate sales should exceed \$100,000.00 within the year.

What we are doing for others we can do for you. Tell us your sales problem.

Edward H. Schulze, Inc.  
Direct Mail Advertising  
Woolworth Building  
New York

## 2

large manufacturers make  
a certain product

## 1

advertises

in Standard Remedies

and the other does not. The Advertiser has 16 large customers in the Pharmaceutical Specialties industry, and the other has 2 customers.

### ARE YOU THE OTHER MANUFACTURER?

Apply for a rate card and a sample copy of Standard Remedies—the foremost publication in the Pharmaceutical Specialty Industry.

Standard Remedies Pub. Co.  
425 Star Bldg.  
Washington, D. C.

pret that institution to the public.

Among the speakers at the convention were J. J. Cronin, retiring president of the I. A. D. M.; I. C. Kantrowitz, president, Oppenheim Collins Company, Buffalo; I. Fisher and S. Fisher, of the Fisher Display Service, Chicago; Lothar F. Dittman, "The Union," Columbus, Ohio; H. H. Tarrasch, Stix, Baer & Fuller, St. Louis, Mo.; Jack Cameron, Harris & Emery Company, Des Moines, Iowa; E. J. Berg, Burgess-Nash Company, Omaha, Nebr.; E. DeWitt Hutt, editor *Men's Wear Review*, Toronto.

In general, it may be said that competitive and demonstration window displays shown at the convention which give little evidence of fussiness or overcrowding, which were simple without being uninteresting, colorful without being gaudy and which concentrated attention on the merchandise rather than on the properties and fixtures used to set it off, were the winners of first prizes or special commendation. Novelty seemed to be a feature with the judges, but it had to be novelty with a sound selling idea back of it.

One effective window display was demonstrated by L. M. Van Coutren, advertising and display manager of Sonnenberg & Son, Hannibal, Mo. Each year at commencement time Mr. Van Coutren displays photographs of members of all the school graduating classes in the city. The photographs are uniform in size and all sittings are free to the graduate. Neither does the store stand the expense, for the photographer is glad to take the pictures for the sake of the future business he knows he will get, and for the advertising he receives through having his work featured in Sonnenberg's windows. After commencement a letter is sent to the graduate inviting him to come to the store and receive his photograph as a present. This final touch completes the good-will-building effect of this display, which, Mr. Van Coutren said, was considerable. The window, in itself, is a big drawing card, for it brings to the store hundreds of



# Damaged? Stolen? Lost?

THREE things that may happen to *any* parcel post package. Three reasons why *every* parcel post package should be insured.

Enclosing a coupon from the North America Coupon Book insures automatically and assures prompt payment of claims. The stub is your record of shipment.

Our rates on Parcel Post Insurance will interest you. Make inquiries today.

## Insurance Company of North America

PHILADELPHIA

Founded  
1792

"The Oldest American Fire and Marine Insurance Company"



Insurance Company of North America,  
Third and Walnut Streets,  
Philadelphia, Pa., Dept. W-73.

Name .....  
Street .....  
City ..... State .....

Wants information on Parcel Post Insurance

## *We Want This Man for a Salesman*

He is a clean cut chap, with plenty of brains, common sense and courage. He has a deep rooted faith in himself and the world. He looks and acts the part. He can meet and talk with big executives about their problems in an intelligent, constructive way.

The organization that is seeking this man for a sales representative, is a well established, New York printing house. It maintains its own plan, copy and art departments and a completely equipped modern plant. It provides its customers with a complete advertising service in connection with the preparation of their advertising literature. Its accounts are all nationally known and its business is rapidly expanding.

The salesman we want, will enjoy being with us. He will have every facility to make his work pleasant and profitable. We do not expect, or want him to go out and sell "just printing". His efforts will be confined exclusively to analyzing the needs of different businesses; co-operating with our departments in the preparation of advertising plans to meet these needs; and presenting and selling the finished campaigns afterwards.

If you believe you are the man we want, tell us all about yourself in your first letter. Your communication will be held in strict confidence.

Address, Box 232  
PRINTERS' INK

relatives and friends of the graduates. Mr. Van Coutren's convention display showed a typical photograph window.

When nominations for officers were made, Clement Kieffer, of the Kleinhans Company, Buffalo, was nominated for president. Mr. Kieffer, while appreciating the honor, declined because of the fact that his growing responsibilities will not permit other obligations. The gathering showed its appreciation of his efforts as convention manager.

Officers elected were: President, Jack Cameron, Des Moines, Iowa; first vice-president, Elwyn McEachnie, Buffalo; second vice-president, Carl Goetmann, Pittsburgh; third vice-president, Fred Lacey, Toronto; secretary, L. A. Rogers, Chicago; treasurer, Harry Hoile, Oklahoma City; executive board: Jerome Koerber, Edward Munn, A. G. Monroe, Ellsworth H. Bates, R. T. Whitnah and Karl Amdahl.

Next year's convention will be held at St. Louis.

## How Victor Is Preserving Unity of Its Trade-Mark

THE Victor Talking Machine Company has discontinued the practice of supplying its dealers with individual *papier maché* reproductions of the little fox terrier with cocked head and attentive ears with which the public has been so long familiar. These dogs were intended for display use with the early model horn type instruments as pictured in the Victor trade-mark.

Dealers rarely used the instruments in the intended way, and on the other hand have constantly featured the individual dogs in all their window displays. The real trade-mark by such usage might in time have been lost or the door might have been opened to unfair competition.

Now the Victor company has changed its policy. An actual model of the complete Victor trade-mark is offered dealers

marketing Victor products. A charge is made of six dollars each and shipping expense, which the company explains is less than cost.

The trade-mark model, which weighs fifty-nine pounds when packed, is mounted upon a base twenty-nine inches long, slightly over one foot wide, and nearly two inches thick. A nameplate moulded with the base is lettered in gilt: "His Master's Voice." The base is finished in mahogany; the instrument in oak; the dog in white-tinted, with dark collar and ears. The metal horn is brass lacquered. With the exception of the horn, winding key and metal horn supports, the entire model is of an unbreakable composition, which the company tells dealers, with ordinary care, will last indefinitely.

"His Master's Voice," states the Victor advertising of the new model to dealers, "is not called the best known trade-mark in the world without reason. It has unquestionably appeared as a fundamental part of more paid advertisements than any other identifying mark. Likewise, it has been caricatured on the front pages of more large newspapers with apologies than any other commercial mark. Advertising alone, however, would have failed to place the trade-mark in its present commanding position had not the picture appealed. It tells a story which millions understand."

## Wm. H. Rankin Advances Thomas R. Shipp

Thomas R. Shipp, who has been manager of the Washington office of the Wm. H. Rankin Company, advertising agency, has been appointed managing director of the Southeast division. He will continue to make his headquarters at Washington. Mr. Shipp has been associated in business with William H. Rankin for the last fifteen years.

## Made Chairman of Meeting on Bank Advertising

R. E. Hotze, Jr., advertising director of the Planters National Bank, Richmond, Va., has been appointed chairman of the departmental conference on business development and advertising at the annual convention of the American Institute of Banking. This convention will be held at Baltimore July 15 to 18.

## ALL AROUND AGENCY EXECUTIVE

A man who has been a principal factor in building two different advertising agencies from almost nothing to very considerable size.

Can make the preliminary analysis, write the plan, sell the prospective client and carry out the campaign. A writer of clear and forceful copy, a discriminating space buyer, an excellent judge of the work of others. Commands the loyalty and co-operation of employees, associates and clients. Merchandising experience embraces a wide variety of products. Highest references.

Age 36, Christian, college graduate, married. A valuable man in any advertising organization, especially so in a medium-sized agency needing an executive who can handle any agency work. Salary, \$500 a month, or would consider part interest proposition.

Address "B," Box 75, Printers' Ink, 230 South Clark St., Chicago, Ill.

### Advertising Salesmen Who Can Cash in On a \$15,000 Proposition

All that we require is that you have the experience, grit to try it out for two weeks and the ambition to cash in on the biggest proposition in the whole advertising field.

We take pride in the fact that we have the best-paid staff of salesmen in the world. Our proposition is Film Publicity—the finest in the advertising field. It covers over 50 lines of business and can be sold at first interview. Average profit per sale more than \$50.

We solicit inquiries from live-wires for the most thrilling money-making story ever told.

**ALEXANDER**  
FILM CO.

3360 E. Broadway, Denver, Colo.

## Is Your Sales Force Selling Politics?

(Continued from page 6)

kind of a success in life, and we know that in order to accomplish anything worth while a great many obstacles must be met and overcome. We must realize that we will not always have easy sailing. There will be good years and bad years. The bad years can be made good years by a little extra effort on our part, a clear vision and a worthy purpose and lots of good, hard work.

"Business with us now is holding up in good volume. We do not expect a slump of sufficient size to affect our sales in any way. We are going forward, not backward. We would not even be satisfied to merely hold our own. Let's capitalize on the proposed slow-up in business and lay the foundation for a big volume in times of plenty."

I like that remark of Mr. Simmons. "Let's capitalize on the proposed slow-up in business." The men who are proposing this slow-up by a pessimistic mental attitude will probably not be disappointed so far as their own sales are concerned. Most manufacturing companies which are furnishing their salesmen with earnest, simple sales bulletins at the present time, urging them to quit talking politics and sell their products, which are giving their men interesting information to offset politics as an objection if it is brought up by the prospect, are doing their part to provide a wide diffusion of constructive thought right now when it is needed.

These manufacturing companies and the men who are carrying out their policies are rendering a far greater service than merely the economical distribution of goods. They are spreading sound business doctrines, constructive habits of thought, while other salesmen and organizations seem to be striving to get people worried and terrified about the future. This latter minority are the ones to which Mr. Simmons refers when he

# Where every sale is made

*Yet where no merchandise  
is ever sold*

**I**N the last analysis, there is just one market for any product. That market is the human mind. It is there that every buying decision is made.

Yet no merchandise is ever sold to the human mind. It does not deal in merchandise, it deals only in ideas. Every sales problem is to sell an idea—an idea that involves the purchase of a product.

Yet every day advertisers spend thousands of dollars on copy that talks about products. And every so often, some one comes along with an *idea*—and creates undreamed-of sales. The product remains the same; it is the idea that people buy.

**MATHEWSON & SINCLAIR**  
*Advertising*

FORTY-FIVE WEST FORTY-FIFTH STREET  
NEW YORK

## WANTED A SALESMAN:

He must be a different type from the man who usually makes application, but looking for something better; he should have a complete knowledge of printing, lithographing and estimating. And, of course, a pleasing personality with a perfect record of honesty and loyalty.

To the right man we offer an unusual opportunity in the selling field. The position is now open and must be filled immediately. Write or wire at once for full particulars.

Tom W. Collins,  
Secretary-Treasurer,  
315 West Main Street,  
Oklahoma City, Okla.

## a visualizer



Well known Agency requires the services of a visualizer—a man with good taste and good ideas. His roughs must be sufficiently well drawn to submit to clients. Write giving experience, age, etc., to Box G87, Printers' Ink.

urges his men to capitalize on the proposed slow-up.

There are many simple selling tools which may be handed to the sales force to offset the customer's political talks. A comparative statement of taxes on incomes in the United States and foreign countries, the wealth and national debt of leading countries, individual deposits in savings banks in the United States; these and a multitude of other forward-looking statements can be made up in simple, convenient and understandable form. A salesman can have these and a few other constructive arguments in his pocket if his customer insists upon talking politics.

Let's start selling vacuum cleaners instead of tax plans, silos instead of "the poor farmer," light cellars made by a new electrical plant instead of dark-horses made by political bosses, oil instead of oil scandals and teapots instead of Teapot Domes. If the hundreds of thousands of men traveling the small towns of America can be induced to talk merchandise and better selling methods instead of politics and pessimism we shall have a tremendous overnight change in the buyer's mental attitude.

### Motor Accessory Account for Cleveland Agency

The Smith Motor Equipment Company, Cleveland, maker of Vacularm, a meter on the instrument board of motor cars, has placed its advertising account with The American Advertising Company, also of Cleveland. Motor publications, magazines and newspapers will be used in a campaign for this account.

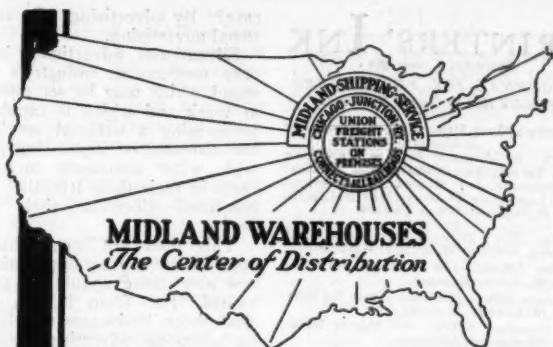
### C. M. Heintz with Direct-Mail Press

Carl M. Heintz, formerly Western sales supervisor of the Westinghouse Electric Products Co., San Francisco, has become associated with Rex P. Robertson in The Direct-Mail Press, Los Angeles.

### Joins Gibson Art Company

R. M. Fleming has been appointed advertising manager of the Gibson Art Company, Cincinnati. He formerly was with the Miller, DuBrul & Peters Company, Cincinnati, manufacturer of tobacco machinery, as director of publicity.





## MIDLAND MAKES YOUR PREACHING PRACTICAL

**M**ANUFACTURERS have, for a long time, advised dealers to order small stocks but order frequently. The practice of this policy oftentimes was not practical due to the fact that wholesale stocks were too far removed from the retailer.

Now through the facilities offered by Midland Service, every manufacturer can make practical his former preaching.

### *The Center of Distribution*

Here at this group of three great warehouses are facilities for storage and distribution that are unexcelled. Located at the geographical center of Chicago, *the center of distribution*, and equipped with the most modern devices for economically handling goods, served by all trunk lines with agent on the grounds and supported by experienced warehouse organization Midland presents a solution to distribution problems that should interest every manufacturer.

The features of this service are fully explained in our prospectus, "Space—A Factor in Successful Marketing." A copy will be sent to any firm interested upon application on their business stationery.

**MIDLAND WAREHOUSE AND TRANSFER CO.**  
15th Street and S. Western Avenue, Chicago, Ill.



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building, GHO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
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Chicago: G. A. Nichols  
D. M. Hubbard  
Washington: James True  
London: Thomas Russell

NEW YORK, JULY 3, 1924

**A New Day for Advertising** Change is upon us. The mechanics of communication and transportation and the facility of mass production make rapidity in all movements not only possible but inevitable.

There is more mental floundering in our country at this time than ever before in our history. There are also larger interests, with more at stake than ever before.

The stability of those interests is dependent upon the harmony of the masses. This harmony can be secured only through the education of the masses to an appreciation of what the great business organizations of the country do for all people.

But how can big business edu-

cate? By advertising. By educational advertising.

Educational advertising is the only medium at industry's command which may be set promptly at work and which is capable of performing a national service in the direction of impressing people with what commerce means to them in their daily life, their little treasured liberties, their prosperity.

This does not mean that the type of advertising big businesses are now using should be discontinued. Far from it! It means that those businesses should take on additional advertising space. It means that they carry on two advertising campaigns: (1) Selling, and (2) educational. It means that large industries, like steel, for example, that are liable to attack by Government and fanatics, must become users of paid advertising space. The price of failing to do so means ultimate demoralization.

All of this is the sum and substance of the messages given to several important industries in articles by Amos Stote that have recently appeared in **PRINTERS' INK**. To those articles industrial leaders like Charles M. Schwab, head of the Bethlehem Steel Corporation and George M. Verity, president of the American Rolling Mills Company, have replied acknowledging to **PRINTERS' INK** the need of educational advertising in industry.

Educational advertising must come in great volume. Big business needs it and confesses to that need. It is plainly the duty of advertising agencies and sellers of advertising space to foster the sale of advertising for this purpose.

If it is not fostered, and if Government control is fastened upon the major industries of the country then with the prosperity of the nation stultified advertising will not only lose the chance to greatly increase in volume as an educational force, but its use as a selling force may gradually diminish.

The issue before all industrial and commercial America is the issue of educating the people to such

an appreciation of what "big business" offers them in connection with their daily life that popular opinion will not only prevent tampering with our great industrial interests, but will take the active position of supporting our business life.

It's a new day that is dawning for advertising. It's a bigger job that's ahead.

### **Consistent Incon- sistency**

A manufacturer of household utensils went to a bank for a loan. He wanted to invest part of it in an advertising appropriation. The banker turned him down. A few months later the company got into financial difficulties through tying up too much money in a new plant. A committee took over the company. One of the committee was the banker who had turned down the loan. The committee's first move was to put in a new general manager.

A semi-annual dividend was due a short time after the committee took control. A meeting was held to discuss the advisability of its postponement. The banker on the committee was the leader in convincing the other members that the money which would have been sent to stockholders should be invested instead in a new sales and advertising campaign. He felt that any ready money should be spent to create more buyers, to show retailers that the company was going to keep on selling goods. The banker asked us whether we did not realize that his apparent inconsistency was consistent.

He refused the manufacturer credit in the first instance, he pointed out, not because he wanted to prevent advertising, but because the other departments of the business were not in good shape, and the management of the company was not in good hands. When the bad spots in the business had been fixed up dividends were diverted to advertising.

This banker's action brings out an interesting point. Progressive bankers are no longer opposed to advertising, but they realize that

advertising alone can't pull a poor business up by its boot straps. It is the banker's contention that too many men in the advertising business are liable to think of selling and advertising as the whole works—as something set apart from the other departments and the business as a whole.

This banker's action and explanation draws attention again to a state of mind which has often hurt the selling end of business in the eyes of men who must consider all departments of a business in their relation to each other.

Unless advertising is woven into the warp of the business fabric it does no real or lasting good.

The attitude that it is something apart hurts all advertising. This particular banker was both consistent and convincing in his attitude.

### **Cutting Waste in Dealer Helps**

The advertising managers of six leading concerns manufacturing electrical goods happened to meet in New York recently after having attended the sessions of an organization of which they are members. They got to discussing dealer helps and wondered how much each was paying for that branch of his advertising activities.

"Let's each write the amounts secretly on a slip of paper," suggested one. "Then we can put the slips in a hat, shuffle them about and know the whole amount without getting too deeply into particulars."

This was done to the surprise of all. The six found their companies altogether spent more than \$1,400,000 last year in dealer helps—helps that not only were given the dealer but were almost forced upon him.

"And the tragedy of it," one manager said, "is that fully 75 per cent of this huge amount of money is wasted."

Whereupon the six made a solemn vow that, beginning with next year, their dealers would have to pay for service matter—window cutouts, signs, display fixtures, di-

rect mail material and the like.

This is an exceedingly vexatious thing that the individual manufacturer has to work out for himself. Sometimes it is a good thing to make the dealer pay and again it isn't. Generally speaking, though, it is good—good not because of the reduction in expense thereby made possible in the service department, but in causing the dealer to use the material. When he buys a thing he is not so likely to add it to the junk pile already in his basement or to stuff it into his furnace.

The same thought, for that matter, can apply to other elements in the selling process. The National Lamp Works goes so far as to charge its own and jobber's salesmen ten dollars for a salesman's book. They can get the money back under certain contingencies. Meanwhile they have bought a book and can be expected to pay more attention to the unusually elaborate and complete volume than they would if it were given them without conditions.

It is all an adaptation of the tried and true principle that no good thing in life, including money, is fully appreciated unless it is earned or paid for.

### ***Let the Customer Unsell Competition***

One of the tenets which should have a secure place in every salesman's creed is: "I believe in allowing the customer to do his share of the talking—more if possible." The salesman who grabs the centre of the stage and insists on holding it usually hurts his chances by dragging into his selling talk a great deal that is neither important nor interesting to the buyer. Further than that, he is sure to lose much valuable information that buyers will let drop if they only have the chance. The customer who can be induced to do his share of the talking will often do one of two things. He will indicate to a shrewd salesman the lines along which he can most profitably proceed in selling. Or he will frequently give the sales-

man a legitimate chance to unseat competition.

When a dealer or buyer has a chance to talk and will talk it becomes possible to direct the conversation toward topics which lie at the heart of his business success. A salesman who can get the conversation centred on what he knows to be his competitor's weak points is in a position to shoot with telling effect. The minute he can get the dealer to make a declaration concerning one of these weaknesses, his chance has arrived to make the dealer unsell himself.

A merchant may be scattering his buying among a half dozen manufacturers, blind to the fact that he could do better by concentrating on one strong house, well able to serve him year in year out. Such a policy may be hopelessly and fundamentally wrong, but openly condemning the merchant's judgment only results in his retreating behind a barrier of pride, and nothing can make him yield an inch. He justifies his conduct the minute it is directly questioned even though he may realize that he is wrong. Let a salesman get him to thinking and talking about what the salesman knows are the weak spots of the manufacturers among whom he is scattering his purchases. Those manufacturers, not the dealer, are immediately on the defensive. Let the salesman lead him into an open declaration regarding one of these weak spots and the machinery of unselling is started.

The dealer or buyer who thinks he is sold on merchandise or policies will often change his views, once he has tried to defend the weak sectors of that merchandise or those policies. His views change not because someone has argued with him, but because he has simply been supplied with the means of unselling himself. Salesmanship that allows the customer to do his share of the talking but directs the wanderings of that conversation toward the competitor's weak spots calls for tact and restraint. Sales managers can profitably turn their attention to developing more of it.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS

### CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

"NOT HOW MUCH, BUT HOW WELL"



---

## THE STAFFORD COMPANY

"The PRINTERS' INK Publications are read quite thoroughly by various members of our organization. Some of us read both the WEEKLY and MONTHLY publications very thoroughly while others are only interested in specific articles relating to sales, advertising or possibly credits.

"Among the occasional or regular readers we might enumerate are:

G. P. Erhard, *President*

C. W. Lillie, *Vice-President and Treasurer.*

E. H. Erhard, *Vice-President and Assistant Treasurer.*

P. R. Brennan, *Purchasing Agent.*

F. L. Allen, *Sales Manager.*

Miss M. Warren, *Secretary to President.*

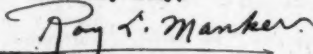
"We agree most heartily with most of the good things written and said about your publications."

THE STAFFORD COMPANY.

## PALMER PHOTOPLAY CORPORATION

"PRINTERS' INK and PRINTERS' INK MONTHLY are mailed to my home, where they may be studied with a freedom from the irritating interruptions of a busy office routine. When I find items that are likely to prove informative or useful to our organization, I mark the articles, bring the magazines back to my office and direct them to the attention of the proper department heads. The magazines are not torn or clipped; they remain intact, so that they may be filed and referred to when desired.

Yours very truly,



Roy L. Manker,  
PRESIDENT.

---

# The Little Schoolmaster's Classroom

THERE are two extremes to which the business man's desk is inclined to go. One is the glass-topped mahogany affair with nothing on it but a handsome desk set, a clock and a tastefully framed photograph, the other the conventional oak piece piled high with unfinished correspondence, records, old magazines and what not. (The owner of the latter probably wouldn't be given the fine sort of mahogany furniture to desecrate.)

These two extremes represent two different types of individuals; the man who is on top of his job and the man who wears his job on top of him, like a winter overcoat on a summer's day. They also might represent two bluffers with opposite psychological reactions, four-flushers trying to make an impression; the one of efficiency and the other of extreme activity. But there is no doubt that the clean desk is more to be desired than the cluttered one. The mussed-up desk usually indicates a mussed-up mind and is a good barometer of the way a man looks at things.

\* \* \*

Richard W. Levenhagen, vice-president of the Glidden Company, manufacturer of paint and varnish, is a believer in the clean desk. On one of his recent tours of inspection he encountered a fine example of what a desk ought not to be, and made it the subject of a two-page letter to his regional managers. He opened his letter by saying that as he goes about among the company's factories, warehouses and retail stores in all parts of the country, he often picks up ideas which sometimes develop into definite plans and become part of the general policy.

"At the same time," he writes, "we find conditions that are far from what they should be and in writing you at this time, I want to tell you about a situation that

I came in contact with only a few weeks ago.

"While in one of our offices, I noticed that the manager had his desk all cluttered up with old magazines and papers and odds and ends of every description. In the centre of his desk he had an accumulated pile of papers about eight inches high and during my visit with him he referred very proudly to the enormous amount of mail that he was handling.

"Knowing that this manager had entirely the wrong viewpoint upon this subject, I sat down at his desk and started in to dispose of the big pile of mail of which he was so proud and before the afternoon was over, I had cleaned up every piece of mail and his desk was clear for the first time in his actual business career.

"Some managers have the idea that they must keep a pile of old papers in front of them on their desks to be sure to impress other people with the fact that they are very busy, whereas the smart business man knows that the sensible thing to do is to clear away every piece of mail as quickly as possible after it is received.

\* \* \*

"The manager who acquires the habit of cleaning up his desk regularly every day is the one who has time to think about his sales and expenses and profits and plans and campaigns and other connections that need attention.

"The fellow who is proud of an eight-inch pile of papers in front of him is allowing his job to get the best of him and in a sense is undoubtedly a four-flusher as he is trying to make believe that he is a wonderful business man, whereas as a matter of fact, the big pile of papers proves how poor a business man he is. Furthermore any manager who feels the necessity of keeping his desk constantly cluttered up to make an impression on his staff, is really worried more about his





## Flexlume Signs Display the Trademark

**B**Y supplying your dealers with the Flexlume Electric Signs showing your trademark, you can "tie" all of your national advertising right to the place your product is sold, and do it at surprisingly low cost, for Flexlumes are not expensive when bought in quantities.

At an expense of only a few cents a day for current and upkeep your dealers will get a strong, sales-producing advertising display—raised, snow-white glass letters in the day-time, solid letters of light at night. Flexlumes are built for service. Among their advantages are superior design and construction, greatest reading distance, lowest up-keep cost. Each one is backed by a reputation for highest quality, and a service organization more than nation-wide.

*Let us send you a sketch showing your trademark in the form of a Flexlume and give you an estimate of cost*

**FLEXLUME CORPORATION**  
1040 Military Road      BUFFALO, N.Y.



## Binders for Printers' Ink

**\$1.00 Each, Postpaid**

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

**PRINTERS' INK PUBLISHING CO.**

185 Madison Avenue, New York

## SLIDE-VERTIZE

**Our services don't end  
when we secure  
your order**

Unless we get results for  
you we can't expect more  
business.

**Ask About Our Special  
Service**

**STANDARD SLIDE CORP.**  
209 W. 48th St., New York

*use*  
**The**  
**International**  
**Grocer**  
(Chicago)  
*to cover*  
*the Grocery Field*

job than he is worried about results.

"Let's not have any more of this make-believe stuff."

Obviously, the purpose of this letter was, not specifically to clean up the desks of the organization, but to change the viewpoint of the men and get them thinking straight. Undoubtedly it exerted an influence in many other directions besides that of the desks.

\* \* \*

The Schoolmaster has read a lot and written some about what salesmen do between trains. He has heard of men who, with their trusty traveling typewriters, send messages ahead to the next town about an unusual window display they have just seen, or clip from newspapers items of interest to their dealer friends.

Recently the Schoolmaster had to spend an hour between trains himself. It was at a little junction point in Virginia called Gordonsville, famed, as some of the Class know, for its famous fried chicken sold at the station by old darky mummies in red bandannas. After eating the chicken and noticing some dozen men who seemed to be knights of the road, the Schoolmaster began to be worried and disappointed.

None of them seemed to be doing anything but talk of those two popular subjects, politics and the weather. Then down at the other end of the station near the express office a young man was observed. He had a pad in his hand and was jotting something down. The Schoolmaster approached. He was standing before a truck on which was a crate containing a fine-looking bird dog. He passed up an "emergency shipment" which turned out to be a casket, then as he was looking carefully at other shipments, your correspondent approached him.

"Sure," he said in answer to a

## LETTERING and DECORATION

344 W. 28th  
NEW YORK

**RALPH E. DEININGER**  
ADVERTISING DESIGNER

LACKNA  
4749

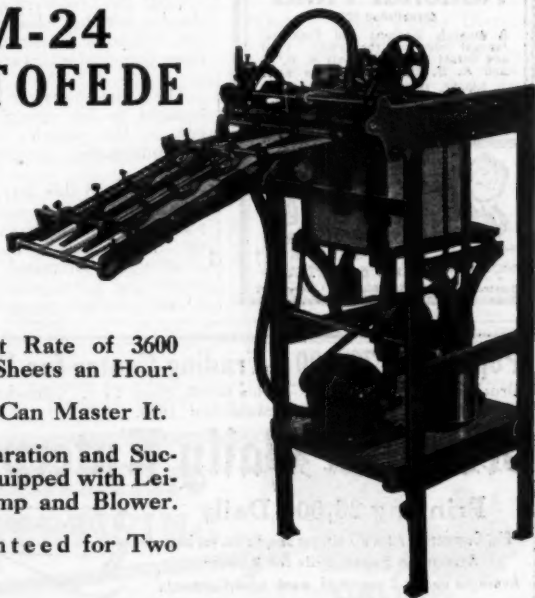
# Make This Test With This Automatic Feeder

Fold several sheets down *tightly* at the corner. Watch M-24 Autofede separate them sheet by sheet and feed them regularly and accurately to the press guides—*without losing speed*. The simplest press feed you ever saw

***Each Sheet Winded Exactly as in  
Hand Feeding of Cylinder Presses***

Exclusive construction of M-24 Autofede positively insures separation of sheets. Next to impossible to double or miss. Once set with its few easy adjustments operator need pay no attention to it except to load or unload. Releases your operator for other work. Feeds thinnest or thickest paper, cardboard or envelopes. Users of Multicolor Presses should complete their equipment with

## M-24 AUTOFEDE



**Feeds at Rate of 3600  
to 4500 Sheets an Hour.**

**Anyone Can Master It.**

**Air Separation and Suction—Equipped with Leiman Pump and Blower.**

**Guaranteed for Two  
Years.**

*Send for complete description and illustrations. We invite personal inspection.*

**LISENBY MANUFACTURING COMPANY  
222 North Wabash Ave., Chicago, Ill.**

A. B. C. Est. 1873

## American Lumberman

CHICAGO

Reaches buyers for 10,000 lumber yards and manufacturers of 85% of the lumber manufactured in U. S. A.

**HUNDREDS STAND IN LINE IN PHILADELPHIA TO BUY THE SUNDAY TRANSCRIPT. THIS IS NOT TRUE AS TO ANY OTHER PUBLICATION ON EARTH. NEVER SOLICITED AN ADVERTISEMENT IN SEVENTY-FIVE YEARS.**

## National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.

630 W. Jackson Blvd. Chicago



## Howell Cuts

for houseorgans direct mail and other advertising

ask for proofs

Charles E. Howell • Fisk Building • New York

**Population 70,000 Trading Centre for 150,000**

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880.

# Brockton Daily Enterprise

**Printing 23,000 Daily**

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



**COLOR, PERMANENCE AND ECONOMY**

**PAINTED OUTDOOR ADVERTISING**

We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.

**THE KIMBALL SYSTEM.**

LOWELL - MASS.

question, "I get lots of help from the shipments. Take that bird dog. He's being sent from down in the Blue Ridge to the vice-president of the Blank Wholesale Company in Wilmington. That firm is one of my biggest customers in the territory. I sell brooms; the best broom line in the country, never been able to get to anybody but the head of that department. The vice-president who is buying that dog is the big works in the place. Next week when I make Wilmington I'll drop in to see the vice-president and tell him that was a fine-looking Gordon setter I saw being shipped to him. It's going to give me a reason for meeting him. I'm no slouch on bird dogs myself and when you know a man's hobby I've found it always helps sales."

Thus the broom salesman saved the day for the Schoolmaster's belief that some salesmen always do more than just wait between trains.

\* \* \*

The Schoolmaster has had brought to his attention recently one of the valuable by-products of continuous, consistent advertising.

It happened this way. The local salesman of a big company supplying gas and electricity came to the Schoolmaster's house in his absence and interested his wife in purchasing a hot water heater on a small initial payment and the

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rest in small payments over a year. The salesman had convinced Mrs. Schoolmaster that a certain type of hot water heater which is not advertised was better than the Ruud. Later, one evening, the same salesman came around again and made his selling talk almost entirely on the unadvertised heater, although he said he would be glad to sell either.

He stressed most of all the fact that the unadvertised brand had a copper boiler and brought up the old argument that because this company spent no money in advertising it was able to sell a heater with a copper boiler instead of a galvanized iron one at the same price.

The Schoolmaster went into this in some detail with him, trying to prove him wrong. But while the salesman showed a willingness to sell the Ruud, he kept boosting the other with great vehemence. There was a trade in the deal by which the Schoolmaster hoped to receive some money for his boiler put in last year and an old-fashioned coil heater. Up to this time the sale of neither hot water heater had been made but the unadvertised brand was leading, due mostly to the contention of the wife that copper was better than galvanized iron.

However, a man who would normally not be supposed to influence the sale at all, finally brought it about that a Ruud came into the Schoolmaster's house instead of an unadvertised product. This man was the assistant steam fitter who was going to install the new machine. He came around to

## EVENING HERALD

Los Angeles, Cal.

**Gained 7,249**

**Daily Average Circulation**

Sworn Government Statement, Six Months Ending March 31, 1923, 166,300 Daily. Six Months Ending March 31, 1924, 173,549 Daily. Increase in Daily Average Circulation, 7,249.

**It Covers the Field Completely**

### REPRESENTATIVES:

H. W. Meloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg., 6 North Michigan Ave., Chicago.  
A. J. Norris Hill, 710 Hearst Bldg., San Francisco, Calif.

## White's Farm Paper Directory

Your name, business connection and address entitle you to a free copy. Contains valuable information about the Farm Market—World's Best Market.

**FRANK B. WHITE**  
Agricultural Advertisers' Service

76 W. Monroe St., Chicago, Ill.

"At It" More Than a Quarter of a Century



## MULTIGRAPH RIBBONS RE-INKED

Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

Send 2 Ribbons to be Re-Inked at our expense

**W. SCOTT INGRAM, Inc.**

Dept. B, 67 West Broadway, New York City

## CANADIAN ADVERTISING



**CALL IN**

**SMITH, DENNE & MOORE**

LIMITED.

TORONTO - Lumsden Bldg. MONTREAL - 275 Craig St. W.

## For Sale:

**Class publication published at Chicago,** covering exclusive field and appealing to the best persons in every community. Can be bought at low price by acting immediately. Address "L," Box 231, care of PRINTERS' INK.

## PUBLISHER'S REPRESENTATIVES WANTED

Live and growing industrial and business monthly, illustrated; national circulation 8,500; member A.B.C.; strong reader interest; wishes representatives in Boston, Chicago, Detroit, Cleveland, Minneapolis, St. Louis, San Francisco. Exclusive territory given. Write fully. Address "J," Box 89, Printers' Ink, New York.

### TECHNICAL COPY

BE IT EVER SO TECHNICAL, there is human interest in your story. A broad scientific experience enables me to understand technical problems. Ability to popularize scientific subjects produces interesting copy. I write technical magazine articles, prospectuses, institutional and technical copy.

Address "X," Box 230, Printers' Ink

### STOCK SELLING

Stock-selling campaigns planned and executed by an expert; every detail handled quickly, economically, and effectively; established reputation.

**WILLIAM R. THURSTON**  
33 West 42nd St. New York

look at the pipes and to make the arrangements about taking away the old boiler and the old heater. When we asked him the other night which of the two he would take—the ——— or the Ruud—he said: "Listen, there is nothing to it. If you buy the Ruud, you won't have to worry; if you buy the ——— there will be repairs to be made. It's all right for a year, then you'll have trouble." He made the sale. Where the salesman had been technical and talked about nozzle and what-not in addition to the copper boiler, this steam fitter's assistant made the bald statement that one would give satisfaction and the other probably would not. It was he who made the sale, not the salesman. It was not only the value of the product itself which influenced him, but the fact that he could identify it by name, had seen it in operation in many houses and was able to back up the manufacturer's advertising by the advice of an expert.

Just as Kraeuter, of Newark, N. J., in its pliers advertising, asks the consumer to inquire of any mechanic, the Ruud Company, according to the Schoolmaster's experience, might well suggest in its advertising that the prospective purchaser ask any steam fitter's assistant. It was a man not ordinarily considered a factor in the sale who made the sale in this case and who is undoubtedly doing so in many others. The incident proves again the value of consistent continuous advertising over a long period of years to influence every factor which has any bearing upon the final sale.

### M. A. Lewis with Eagle-Wabash Corporation

Murray A. Lewis has become associated with the Eagle-Wabash Corporation, Chicago, electric lamp and fixture manufacturer, as advertising and sales director. He formerly was with the Art Lamp Manufacturing Company.

# "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

# Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New or Pre-Used  
Printers' Complete Outfitters  
Conner, Fendler & Co., New York City

### SOUVENIR POST CARDS TO ORDER

1,000 for \$10.00. Offset Gravure Corporation, New York.

### Country Newspaper Plant

Westchester County. Worth \$3,000. Will accept half cash or terms. Chapqua (Pub. Co.), New York.

### EASTERN REPRESENTATION

We are organized to merchandise your publication to the advertiser and agent. If you are seeking experienced big-class representation—not order taking, write details to Box 926, Printers' Ink.

### PUBLISHERS—ATTENTION

We furnish MSS on all subjects by competent authors. Will take advertising in exchange for all or part of our service. Reasonable rates. Write us your wants. Literary Bureau, Pub., Dept. 170, Hannibal, Mo.

Daily Newspaper in city of 20,000 population for sale at a low price. Owner can not give it his attention and property not making progress it should under present management. A real opportunity for a newspaper man. Address Box 913, Printers' Ink.

Well-established London House with first-class sales force desires sole British Agency for good specialty lines. Bank and other references given and required. Samples with reply where possible. "Merman," care of Goulds Advt. Offices, 54, New Oxford St., London, W.C.1, England.

Wanted trade paper representative. Monthly publication reaching agricultural workers. Control circulation readers. Chicago, Baltimore and New York representative. Drawing account against commission. Reply giving age, experience, nationality, etc.

The Pratt & Lindsey Co.  
461 8th Ave., New York City

### HELP WANTED

#### Copy and Contact Man

There is an important berth open for a man now doing the same sort of thing for an agency of standing. Detail your experience and enclose some of the things you have done. Box 935, P. I.

College woman preferred, experienced in criticizing and reconstructing manuscripts and doing original writing. Familiarity with typography would be helpful. Knowledge of shorthand and typewriting required. Box 929, Printers' Ink.

Printing Salesman: Modern plant with real Ad Service Department, doing fine Catalog, Booklet and Direct-Mail Campaign work, wants salesman who can deliver at least \$25,000 to \$50,000 sales per year on better class printing. Drawing account against commission. Box 919, Printers' Ink.

### WRITER OF TECHNICAL COPY

Manufacturer of engineering products needs man with experience in handling copy for trade and technical publications. This Boston manufacturer is a world leader in its field and advancement to the right man is assured. Give complete details about yourself in first letter and include your religious preference. Box 931, Printers' Ink.

Wanted—Assistant to newspaper publisher in an Eastern city in a situation where there is marked competition. A thoroughly organized, leading paper, desires assistant for the publisher. He should be a man sufficiently familiar with the details of a publisher's work so that he can thoroughly understand instructions and see them carried out in the several departments of the paper. A good opportunity for a man who has served in some general business capacity on a paper in the 5,000 to 10,000 class can now graduate to a larger one with a better future. Useless to make application unless steadiness and thorough reliability have already been demonstrated with the record of it open to a very careful investigation. State salary now received. Box 920, Printers' Ink.

THERE IS AN OPPORTUNITY in the fast developing Carolinas for a man who can sell Salesmanship in Print. For two years we have been preparing the field by newspaper and direct mail advertising. We are now ready to go after it in a more direct way. We want a Salesman who can develop this business. He will have the aid of an excellent Art and Copy Writing Department. He will work for a concern which produces a high grade of printing and is favorably known throughout territory.

Write, giving experience and qualifications, to

QUEEN CITY PRINTING COMPANY  
CHARLOTTE, N. C.



**Artist**—For Commercial Studio. Must be very good on figures and familiar with the various mediums for reproduction.

We need a reliable man who knows how to treat a reliable job with business-like consideration and is able and willing to adapt himself to the emergencies which necessarily arise.

State qualifications and salary.

**Box 914, Printers' Ink**

#### **BOARDWALK Illustrated NEWS Atlantic City's Pictorial Magazine**

desire the services of several experienced special-edition advertising men to sell space in three combination SPECIAL PAGEANT NUMBERS to be published before, during and at immediate close of Annual Beauty Show which takes place September 2nd to 6th. A million people will attend and our proposition will interest the national advertiser and agency upon first call. Printers' Ink, as well as especially prepared literature, will be used to tell our story to the advertiser. To men who qualify we will offer a commission arrangement that will net large weekly drawings. Tell your story to Milton Crass, Advertising Manager, 169 So. Kentucky Avenue, Atlantic City.

**Sales Manager Wanted**—A general sales manager for one of the largest bakery organizations in the United States.

A man with experience in an executive capacity with one of the large biscuit companies or with a large baking organization preferred.

He should be thoroughly interested in basic problems of distribution. He must have the ability to work with a large sales organization. He will work in close co-operation with the general manager.

Age should be around 35.

The opening offers an unusual opportunity.

In applying, give history of business experience; the name of firm with which you are now connected; age, and salary expected. Your application will be strictly confidential.

Address Box 927, Printers' Ink.

#### **MISCELLANEOUS**

##### **YOU NEED NAMES!**

I've had letters from 50,000 radio fans. Can furnish names in any number and from any state or city desired. Write for prices. Leon Lambert, 569-F Volusia, Wichita, Kansas.

#### **POSITIONS WANTED**

##### **ARTIST**

Lettering, Designing, Illustrating. Seek work part-time or free-lance. John Lambrides, 260 West 44th Street, New York City. (Phone Lackawanna 6850.)

**Artist**, young man, seeks steady work in an agency or house organ. Presently doing free lance. Magazine experience. Opportunity main object. Address Box 925, Printers' Ink.

**BUSINESS WOMAN**—keen, experienced, successful in obtaining results—desires position where these qualities are needed. What have you to offer? Box 933, Printers' Ink.

**Printing Production Man**—14 years' practical experience. Fully schooled in printing, paper, engraving, etc. Five years in charge of printing plant. References. Box 917, Printers' Ink.

**Expert Multigraph Operator**, thoroughly familiar and competent, with 8 years' experience as manager of mailing, addressing, multigraphing, desires connection. A-1 references. Box 924, P. I.

#### **N. Y. ADV. WRITER**

Eight years copy-plan chief big agencies. Box 928, Printers' Ink.

**Young Man**, 26, five years' publishing experience, make-up, proofreading, gathering market information and report writing, space selling, desires advertising position; knows typography, layout, copy. Box 922, Printers' Ink.

**Thorough Production Man** of ability seeks connection, 29, married, 10 years' agency experience, well grounded in functions of various departments. Prefer smaller agency or manufacturer. Highest recommendations. Box 934, P. I.

#### **DIRECT MAIL**

Some business needs this woman to help bring sales up and costs down. Thoroughly capable. Can take charge of advertising department. Box 915, Printers' Ink.

#### **Fashions Publicity Advertising**

Young woman with 8 years' practical experience, five of which have been of executive character with leading Fifth Avenue Specialty Shop, desires a representative connection full or part time. Box 921, Printers' Ink.

#### **Advertising Copy Writer**

Young woman, college graduate, wants position in department store, agency or specialty shop. Two years' experience writing copy. One year with Fifth Avenue department store, fashion and general copy—one year with agency, nationally advertised textile and woman's wear accounts. Box 916, Printers' Ink.

#### **MORE ADVERTISING**

FOR A

#### **CLASS MAGAZINE**

Some class or trade magazines carry five or ten pages of advertising and deserve thirty to 100 pages per issue.

Will contract to increase advertising for such a publication—and will possibly purchase an interest. Box 911, P. I.



**A FORMER ART STUDENT**, 25, is looking for connection with an advertising agency or a magazine in New York City as visualizer or assistant in art department. Willing to start at reasonable salary. Address Box 936, Printers' Ink.

#### AN EXECUTIVE

is open for a new connection where general business organization, sales promotion and advertising experience is needed—especially anxious to serve small company actually wanting someone to build it up. At present am an officer and sales manager in good standing. Write me at Box 930, Printers' Ink.

#### SUCCESSFUL CLASS or TRADE MANAGER-PUBLISHER

will manage or take over unsatisfactory journal on profit-sharing basis.

**Box 912, Printers' Ink**

#### WOMEN'S ACCOUNTS TWO FREE-LANCE CONNECTIONS WANTED

At present employed on copy staff of nationally known New York agency. Three years planning and writing notably successful national and local campaigns on toilet goods, clothing, foods, household equipment, etc. Prepared to plan and write campaigns, booklets, letters. Not interested in underpaid hack-work. **Box 932, Printers' Ink.**

## I Want to Place This Man

I'm supposed to be a successful letter writer. I have increased the percentage of replies from five to fifty, with a follow-up series. I have been doing it for 20 years, largely for the same people, constantly adding to my clientele.

I have recently seen work done in this connection by a young man, B. D. Jaquette, 1030 Spruce St., Philadelphia, which inclines me to the belief that the concern securing his services will be fortunate.

If you can use a correspondent of real ability, write to him.

**C. M. WESELS**

#### WE CONNECT THE WIRES

**ADVERTISING MAN-  
AGER FOOD PROD-  
UCTS.** Recently three years directing advertising for nationally distributed brand—expenditure \$300,000 a year. Five years raising money by direct advertising. Now owns direct letter service, but wants to return to national advertising. Unusual experience selling to retail grocery trade. Age 38. Worked way through college. Married. Asking \$4,500. Our No. 12482.

**FERNALD'S EXCHANGE, INC.**

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**Sales Executive** who has proven his ability to co-ordinate advertising and personal salesmanship and get results. Prefer to work with manufacturer of mechanical product or woodworking product such as furniture. Experienced in selling jobbers, retailers and consumers. Past performance for proof. Now employed but seek a larger opportunity where energetic service and ability count. Thirty-one years old. Address **Box 918, Printers' Ink.**

## CAUTION

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

**PRINTERS' INK** acts in the capacity of a forwarder, as a matter of service to both subscriber and advertiser, and where extremely heavy and bulky bundles are addressed in our care, it will be appreciated if the necessary postage for remailing is sent to us at the same time.

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# The automotive pace-maker in BOSTON

**C**ONSISTENTLY, the Herald-Traveler sets the pace for national automotive advertising in Boston. One month it holds the lead with tires or trucks. The next it is way out in front with passenger cars or accessories. Lap after lap, and year after year, the Herald-Traveler forges steadily ahead to receive the flag for total yearly lineage—as usual.

Automotive advertisers prefer the Herald-Traveler because it covers—completely—the most responsive section of the Boston and New England market. Herald-Traveler readers are qualified, both by education and financial ability, to respond to *any* advertising appeal. And the Herald-Traveler goes directly into the homes—where the purchase of an automobile, or any other commodity for the family, receives its most serious consideration.

No other Boston newspaper duplicates the Herald-Traveler's circulation. To reach your most valuable field in Boston you *must* use the Herald-Traveler.

"The Road to Boston" and "Mistress Boston Goes to School" are two valuable booklets that should be in the hands of every thoughtful advertiser. They explain in detail the reason for Boston's peculiar advertising problems, and show how your Boston campaign can be made to yield maximum results.

Both booklets will be sent you, gratis, upon request on your business stationery.



## BOSTON HERALD-TRAVELER



## Politics and Advertising

**THE** conventions are over. The campaign is on. Politicians are exerting every effort to win.

Is business doing the same?

Some business is crawling into its shell to await more favorable conditions. This spells opportunity for the competitor with courage and strength. Strike now! Strike hard! The needs of one hundred and ten million people must be met every day.

Checks are being drawn this month for more than thirty-five billion dollars. How many of them are payable to you?

Business is as good as WE make it.

# The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER